

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**



**Advances
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 Summer 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:



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

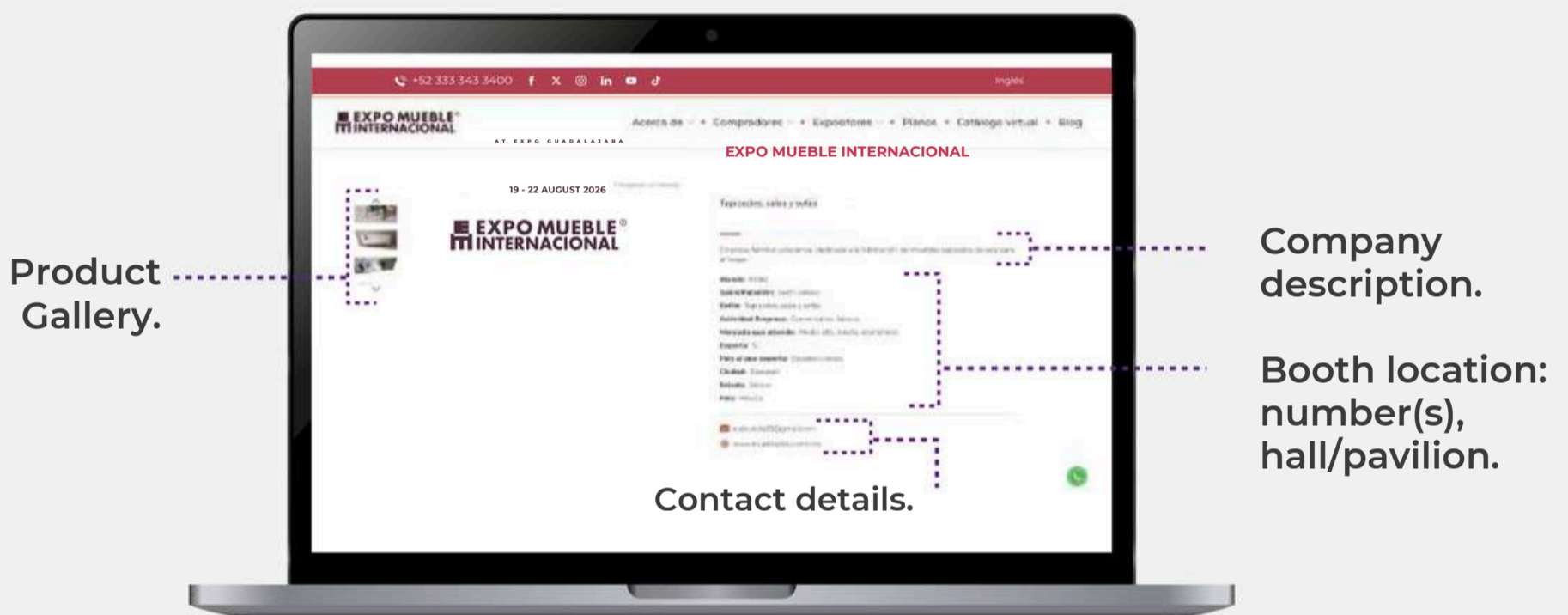
(booth, hall, category).

COMPLETION 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.

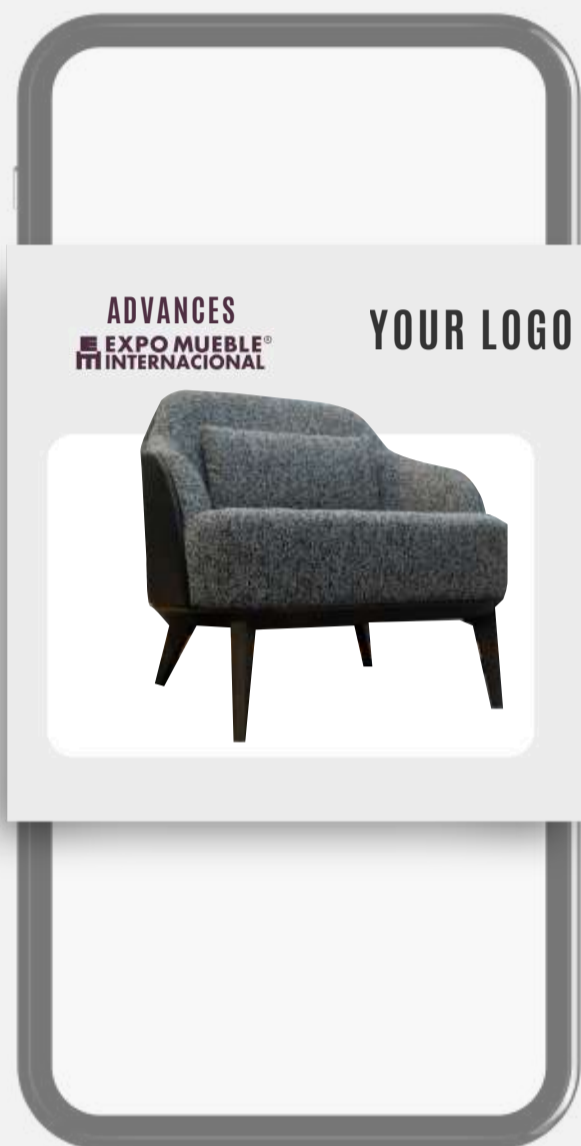


***The Exhibitor Profile must be completed for your company to appear in the Virtual Catalog.**



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

ADVANCES EXMI



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/ MP4).

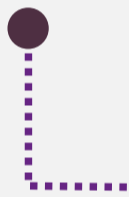
Brief description of the company and/or products to be promoted.

***You must complete the Exhibitor Profile so that your company can be promoted at ADVANCES 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:

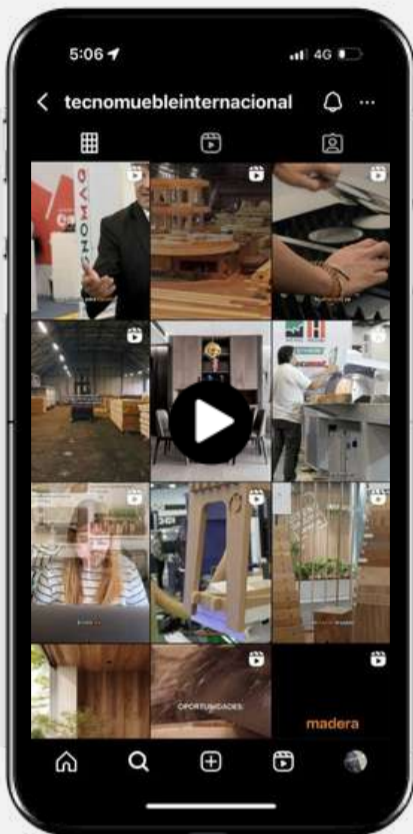
Individual products (preferably) or grouped, without distracting elements.

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.

VIDEO SPECIFICATIONS



- MP4 format, vertical reel orientation, maximum duration of 1 minute.

Content must include:

- Information about the company and the products it offers.
- Details about your furniture proposal (products, color palettes, new collections, promotions, etc.).
- Highlight this year's launches and featured collections.
- Conclude with an invitation to attend Expo Mueble Internacional about the company and its products.

In this edition, we will be sharing **reels and stories** featuring products, launches, and collections from our exhibitors to help increase your brand's visibility.

Be creative, maintain strong visual quality, and take advantage of the reach of our platforms to connect with more potential clients.

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.



Exhibitor Success Stories:

content showcasing the trajectory of companies that have grown alongside Expo Mueble Internacional.



Scan and contact an executive for more information.

* Paid Elements.

ACTIVATE YOUR SOCIAL MEDIA

Share your participation using our digital resources:

Official hashtags:

**#EXMIV26#ExpoMuebleInternacional
#35Ediciones#Juntos**

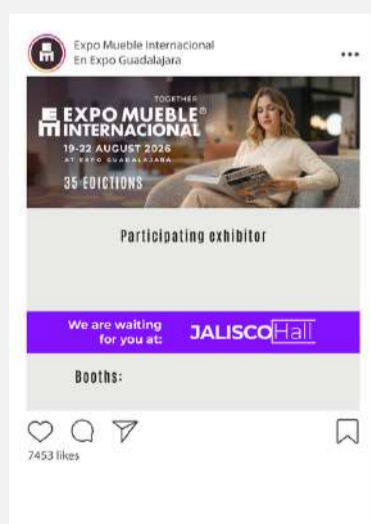
Tag us on :



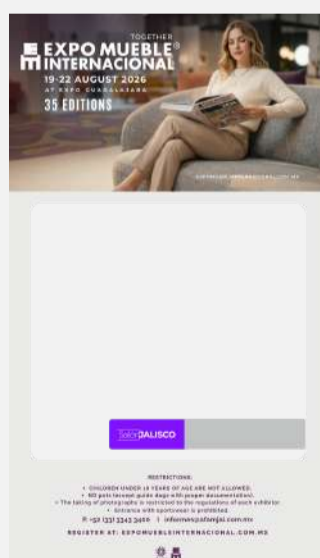
Find downloadable artwork at:

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.

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