



AT EXPO GUADALAJARA

E EXPO MUEBLE[®] I INTERNACIONAL

18 - 21 FEBRUARY 2026

45 EDITIONS
SHAPING SPACES

PROMOTION OPPORTUNITIES

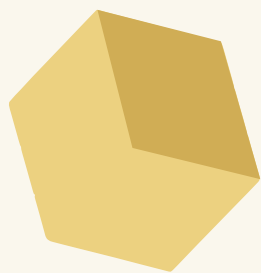


expoficina[®]



EXPOMUEBLEINTERNACIONAL.COM.MX

AT EXPO GUADALAJARA



EXPO MUEBLE[®] INTERNACIONAL

18 - 21 FEBRUARY 2026



45 EDITIONS
SHAPING SPACES

In this commemorative edition, Expo Mueble Internacional **celebrates 45 editions of permanence and consistency**, establishing itself as the **most relevant meeting point for the furniture and design industry in Latin America.**

MAKE USE OF THESE TOOLS MULTIPLY YOUR BRAND VISIBILITY



**Exhibitor
Profile**



**Catalog
virtual**



**Advances
EXMI**



**Specifications
for photographs**



**Digital
Exhibition**



**Activate your
social networks**



**Digital
Directory**



Click to select



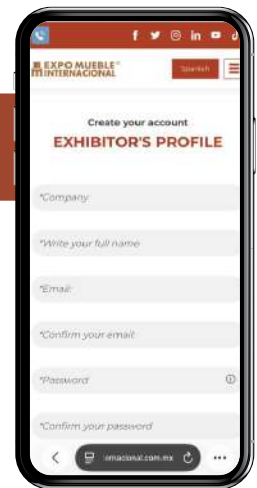
*Applicable only to companies confirmed and with payment up to date for the Winter 2026 edition.

*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.

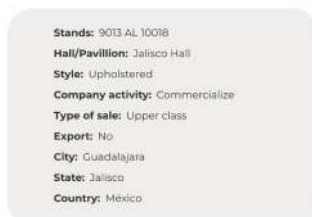
Example:

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).

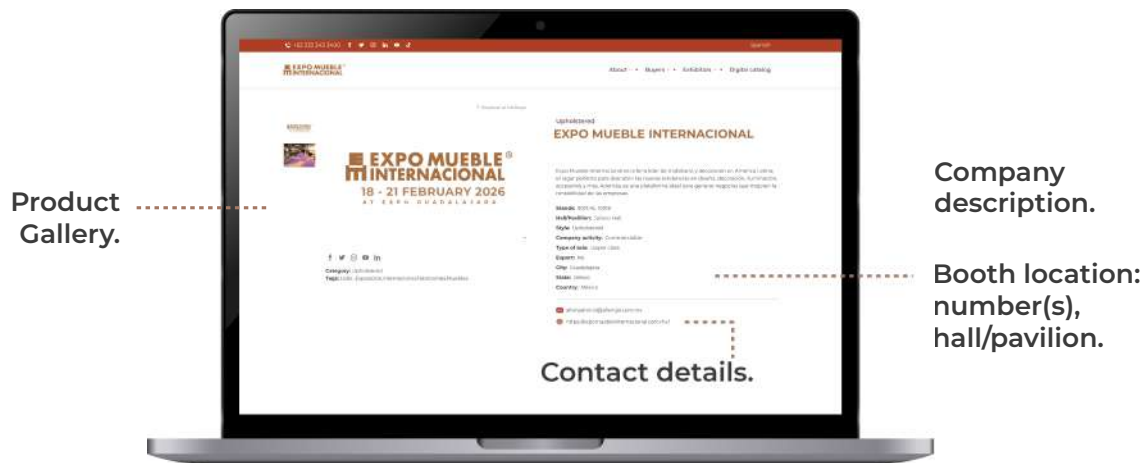
Participation details

(booth, hall, category).

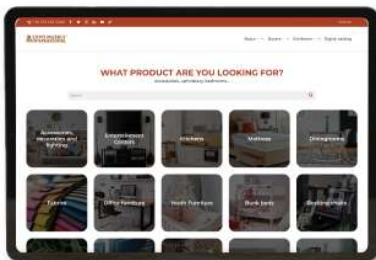
DEADLINE: JANUARY 16, 2026.

VIRTUAL CATALOG

Available on the official Expo Mueble Internacional website, your company will appear with logo, description, product gallery, and contact details.

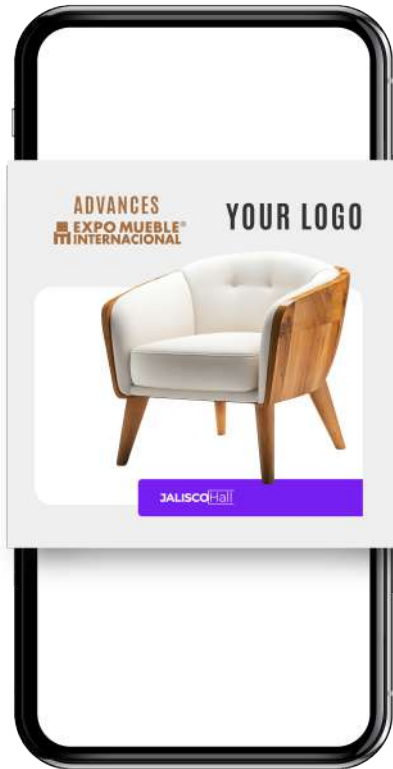


***The Exhibitor Profile must be completed
for your company to appear in the Virtual Catalog.**



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

EXMI PREVIEWS



Promote your launches prior to the fair with exposure on:

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

This content is shared in the months leading up to the event, providing your brand with early visibility.

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 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

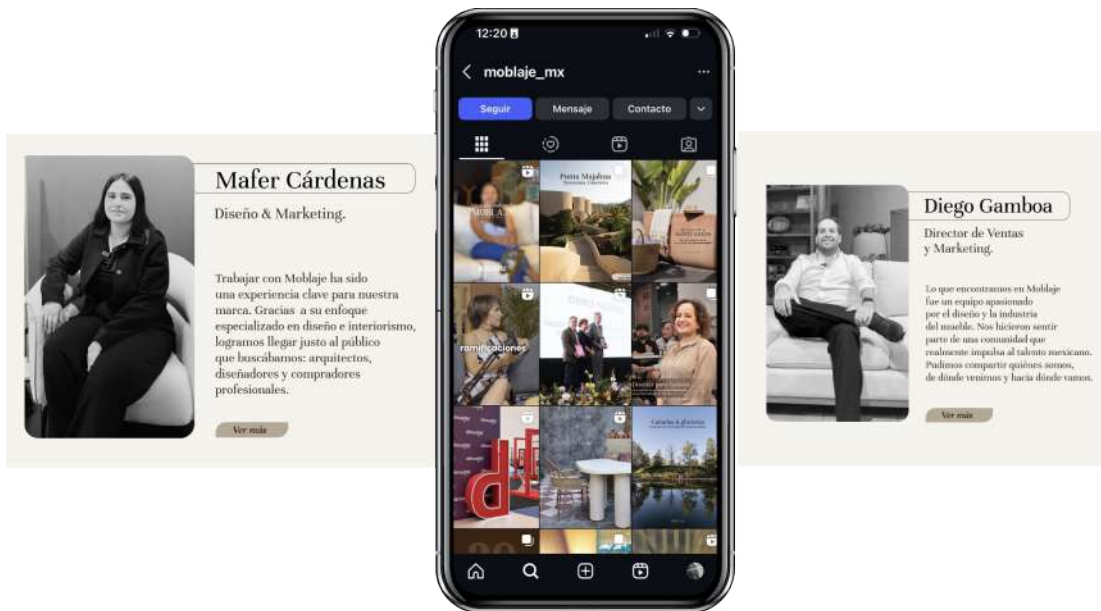
Don't use generic names:
Example: product, logo, table.

DIGITAL EXPOSURE

A new platform to amplify your voice and showcase your company's story beyond the exhibition floor:

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

Exclusive interviews on our social media to highlight the talent behind your brand.



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

ACTIVATE YOUR SOCIAL MEDIA

Share your participation using our digital resources:

Official hashtags:

**#EXMIW26#ExpoMuebleInternacional
#45Editions#ShapingSpaces**

Tag us on :



Find downloadable artwork at:

expomuebleinternacional.com.mx/en/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 will be featured in this exclusive space that connects with more than **40,000** highly targeted prospects.



This material is distributed through:

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

Boost your visibility in a specialized medium and reach your target audience directly.

Contact for information:
Brenda Arredondo

☎ +52 (33) 1025 7220

✉ asesora.comercial@moblaje.com.mx

KEY DATES

Exhibitor Profile submission:

January 16, 2026.

EXMI Previews period:

Dec. 2025 – Jan. 2026

Expo Mueble Internacional:

February 18 – 21, 2026, at Expo Guadalajara.

Contact

Digital materials:

mktafamjal@gmail.com

Advertising & directory:

asesora.comercial@moblaje.com.mx

Exhibitor support:

expos@afamjal.com.mx

In 2026 we celebrate 45 editions shaping spaces.

Make your brand part of the
history of Expo Mueble Internacional.

EXPOMUEBLEINTERNACIONAL.COM.MX