

# FREE PROMOTION OPPORTUNITIES

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

From **14<sup>th</sup>** to **17<sup>th</sup>** February, 2024.

AT EXPO GUADALAJARA

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

Guadalajara  
TRENDS IN FURNITURE

**Take advantage of the different opportunities that Expo Mueble Internacional provides for promoting your company and attracting potential buyers.**

**Obtain the following material to advertise your company during the leading furniture and decoration fair in Latin America.**



# TAKE ADVANTAGE OF **THESE BENEFITS**



**CUSTOMIZED  
DIGITAL INVITATIONS**



**EXMI ADVANCES**



**DOWNLOADABLE  
MATERIALS**



# CUSTOMIZED DIGITAL INVITATIONS TO SEND TO YOUR BUYERS.

View requirements.



Logo.

Product photos.

Booth numbers and  
Hall/Pavilion information.

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JALISCO Hall

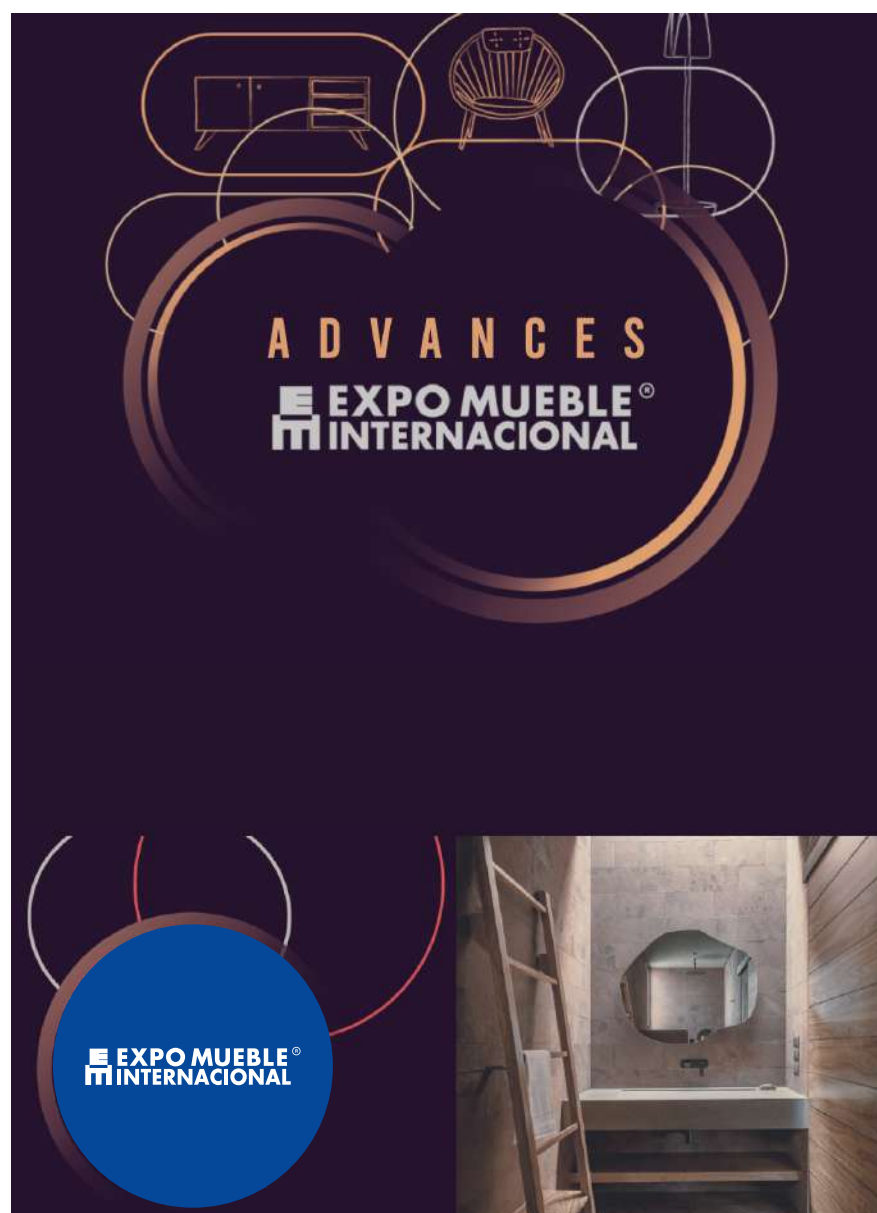
**BOOTH: 10552**



## ADVANCES EXMI

**A campaign focused on promoting your new releases on Expo Mueble Internacional's digital media:**

Social Media - Blog - Mailing.



[View requirements.](#)







# KIT WITH DOWNLOADABLE MATERIALS

Use these elements to complement your marketing campaign and attract visitors.



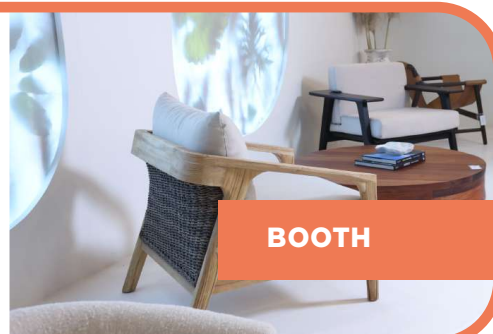
**Official logo.**

**Official poster.**

**Email signatures.**

**Social Media posts,**  
among others.

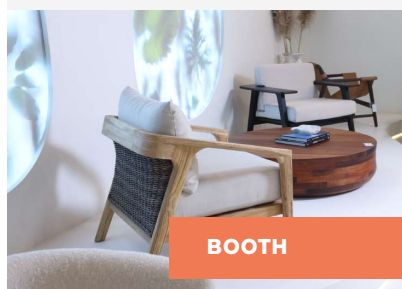
**Find them soon at our website:**  
[expomuebleinternacional.com.mx](http://expomuebleinternacional.com.mx)



BOOTH



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BOOTH



# PROMOTIONAL MATERIAL REQUIREMENTS

## ■ **OFFICIAL BRAND LOGO.**

In high resolution (300 Dpi), without background, and PNG or EPS format.

## ■ **4 PHOTOGRAPHS OF YOUR NEW PRODUCTS OR RELEASES**

In high resolution (300 Dpi), as an environmental setting and PNG or JPG format.

## ■ **BRIEF DESCRIPTION.**

Characteristics that distinguish the company or products to be promoted.

Send the material to the email address:

[digitalcontent@afamjal.com.mx](mailto:digitalcontent@afamjal.com.mx)

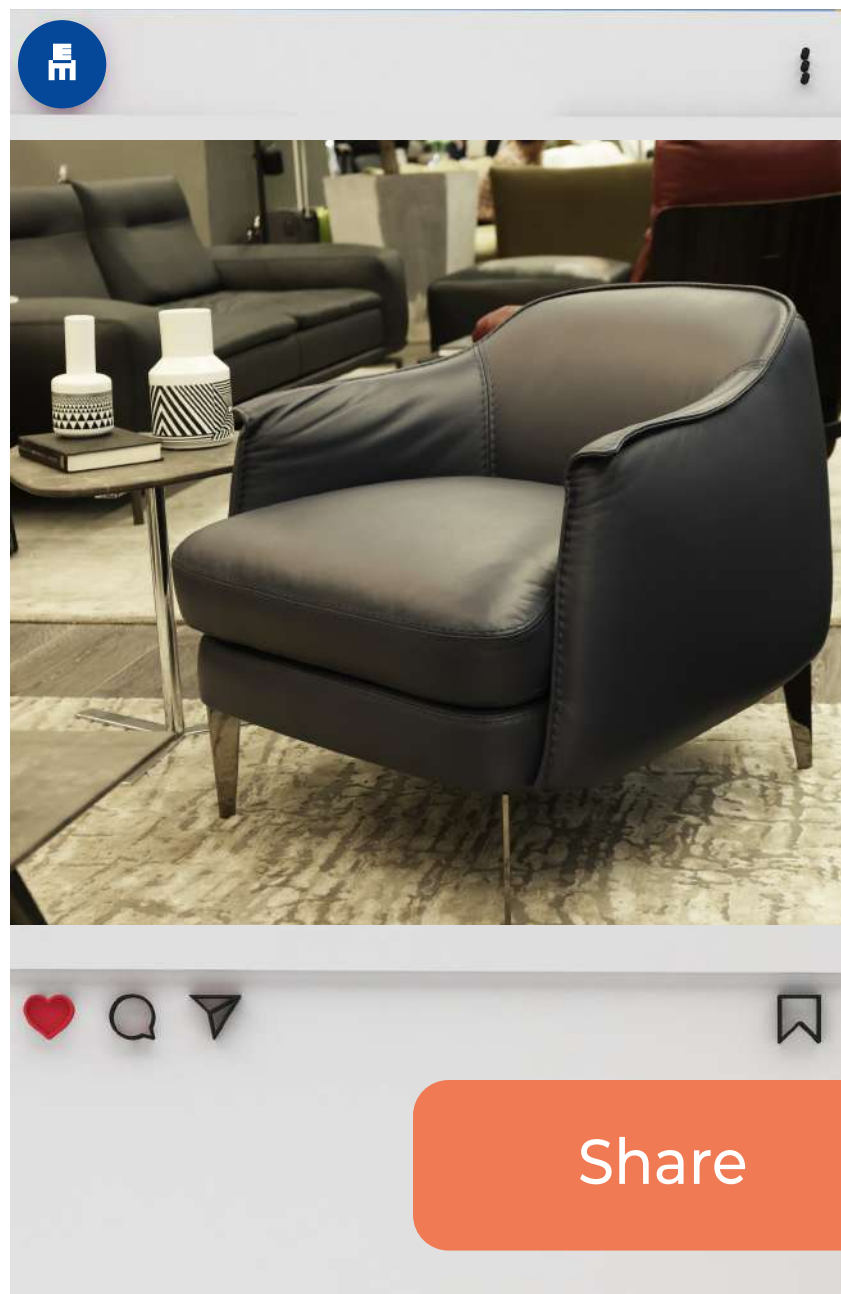
Deadline to participate with promotion: **January 19, 2024.**

\*Social Media posts are limited to one post per company, with no commitment to being monthly or repetitive.

\*We reserve the right to publish.

# OPTIMIZE YOUR DIGITAL STRATEGY

**Collaborate with us to enhance your digital communication and attract new prospects to the event, achieving the success you aim for with your participation.**



**Invite your clients.**

**Share your content on Expo Mueble Internacional's social media channels.**

**Tag us in your stories!**

Facebook ([@Expomuebleinternacional](#)),  
Instagram ([@expomuebleint](#)),  
TikTok ([@expomuebleintoficial](#)).

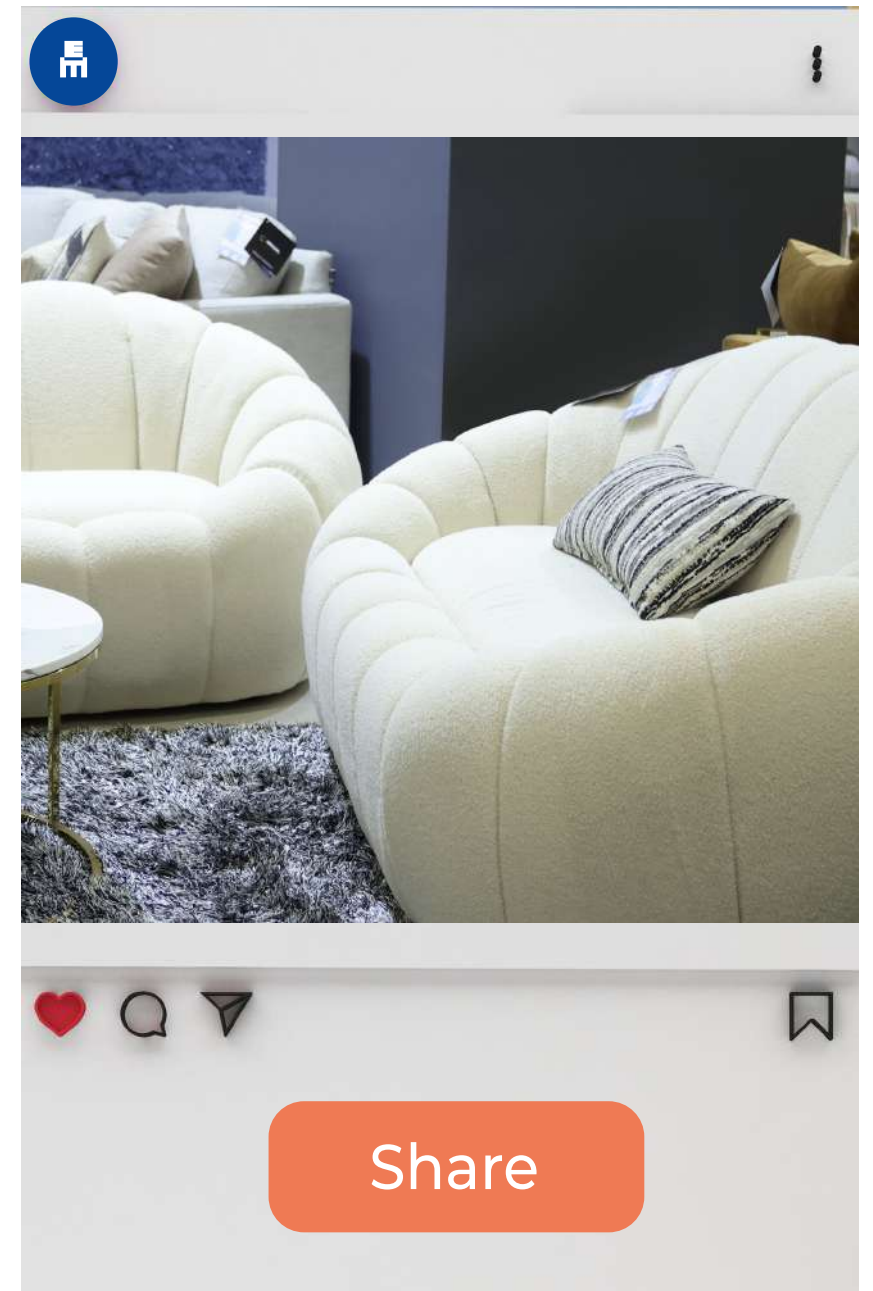
**Activate your social media**  
**and announce that you will be**  
**participating in Expo Mueble Internacional;**

**Include our hashtags:**

**#EXMII24**

**#ExpoMuebleInternacionalInvierno2024**

**#ExpoMuebleInternacional**





# 7 TIPS FOR A SUCCESSFUL EXPO

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**1 - PLANNING IN ADVANCE:** What are your participation objectives: product launch, acquiring new customers, branding?; Will you need promotional material?; To which clients will you extend invitations?; Will you be hosting an event?; What will be the size of my team?; Plan the layout of the booth, etc.

**2 - PREPARATION WITH THE INVOLVED TEAM:** Ensure that everyone is aware of the objectives and follows a consistent communication strategy.

**3 - NOTIFY YOUR CLIENTS AND SCHEDULE APPOINTMENTS DURING THE EVENT:** Schedule appointments for visits to your booth and avoid overcrowding; Set a goal and organize the team to attend both scheduled and new customers.

**4 - ACTIVATE ON SOCIAL MEDIA:** Alert your entire community about your participation; launch pre-event posts, share photos during the event of your team and clients. Don't forget to always mention your booth number and hall.

**5 - IMPLEMENT ACTIVITIES TO GENERATE MORE VISITS OR GIVE AWAY ATTRACTIVE SOUVENIRS:** Attract more visitors to your booth with food like coffee, cookies, popcorn, etc. The more visits you have, the more prospects can potentially become future customers.

**6 - COLLECT INFORMATION FROM THE VISITORS:** Hire a scanner or use a smartphone reader to quickly and easily collect the contact information of those who visit you, for follow-up after the event.

**7 - CONDUCT POST-EVENT MEETINGS WITH YOUR TEAM** Together, analyze whether the objectives were achieved. Determine what worked and where improvements are needed; Identify the opportunities and lessons learned; Take notes and leverage the information.



# COMMON GROUNDS FOR PENALIZATION

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M INTERNACIONAL**



**NOT MEETING SETUP AND TEARDOWN SCHEDULES:** Confirm schedules with the executive and review the exhibitor manual as well as the contract.

**INVADING AISLES:** Verify the booth measures and location in the contract.

**USING THE EXPO MUEBLE INTERNACIONAL OR EXPO MUEBLE, EXPO MUEBLE INTERNACIONAL INVIERNO, EXPO MUEBLE INTERNACIONAL VERANO OR SIMILAR BRANDS AND/OR LOGOS:** as well as creating events under the same name on social media, print advertising, and/or any other digital and/or printed communication medium without authorization from the Association of Furniture Manufacturers of Jalisco A.C. This also applies to the use of total or partial promotional videos. This material is registered with the Mexican Institute of Industrial Property (IMPI) and copyrighted.

**NOT ADHERING TO AND NOT COMMUNICATING EVENT RESTRICTIONS TO CLIENTS AND VISITORS THROUGH DIGITAL AND PRINTED MEDIA:** Entry for individuals under 18 years of age is not allowed. Access with sportswear is not permitted. Pets are not allowed. These reasons are detailed in the Exhibitor Manual and contract. Avoid penalties and sanctions.







**PLEASE READ THE MANUAL AND CONTRACT.**



For more information,  
please contact our content department at:

Jorge Franco  
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-  @Expomuebleinternacional
-  @ExpoMuebleInt
-  @expomuebleintoficial
-  Asociación de Fabricantes de Muebles de Jalisco
-  @expomuebleinternacional
-  @ExpoMueble

JALISCOHall

MEXICOHall

GUADALAJARAHall



TextilePavilion

expoficina<sup>®</sup>  
mobiliario

Organized by:



afamjal<sup>®</sup> Association of Furniture Manufacturers of Jalisco, A.C.