

BUSINESS, DESIGN, TRENDS

EXPO MUEBLE® INTERNACIONAL

17-20 FEBRUARY 2027

AT EXPO GUADALAJARA

PROMOTIONS PACKAGES

AT EXPO GUADALAJARA

EXPO MUEBLE® INTERNACIONAL

17 - 20 FEBRUARY 2027

BUSINESS, DESIGN, TRENDS

Latin America's leading meeting point for the furniture and design industry.

LEVERAGE THESE TOOLS
AND MULTIPLY YOUR BRAND'S VISIBILITY.

- **Exhibitor Profile**
- **Website Catalog**
- **Advances EXMI**
- **Activate your social networks**
- **Specifications for videos**
- **Specifications for photographs**

Click to select

**APPLICABLE ONLY TO COMPANIES CONFIRMED AND WITH CURRENT PAYMENT FOR THE WINTER 2027 EDITION.
*FULL EXHIBITOR PROFILE IS REQUIRED.
*FOR MORE INFORMATION, **CONTACT YOUR SALES EXECUTIVE.**

EXHIBITOR PROFILE

Complete your information **to ensure that your brand is present** in all official channels.

WHAT INFORMATION SHOULD I UPLOAD?

- **Your company logo and/or PNG/EPS brand).**
- **Brief description of the company and what sets it apart.**



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



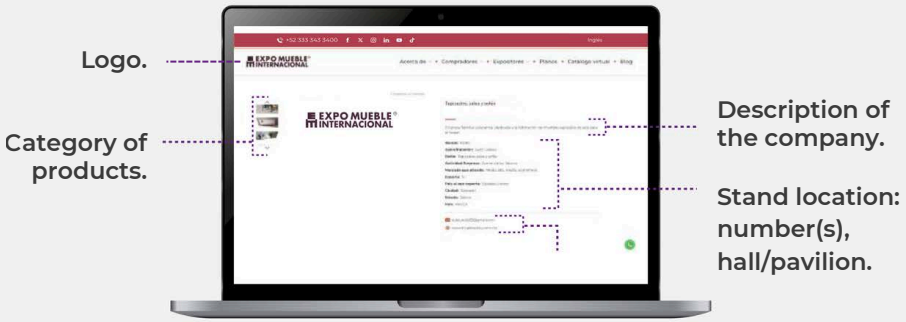
Product photographs
(min.2 / max.6-set or white background, medium resolution, PNG or JPG format)

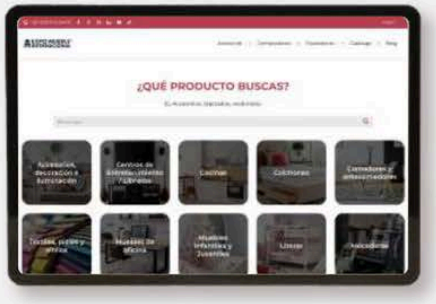
DEADLINE FOR FILLING IN TO APPEAR IN THE DIRECTORY: **15 JANUARY 2027.**

WEB-BASED CATALOG

Activate your presence within the digital ecosystem of the event and keep your brand on the radar, with **greater visibility and direct contact with interested buyers.**

OFFICIAL SITE VISIBILITY
OF EXPO MUEBLE INTERNACIONAL



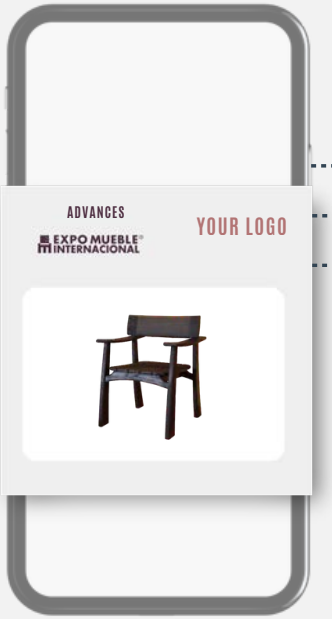


*IT IS NECESSARY TO COMPLETE THE EXHIBITOR PROFILE FOR YOUR **COMPANY TO APPEAR IN THE VIRTUAL CATALOG.**

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

ADVANCES EXPO MUEBLE INTERNACIONAL

Boost your previous releases
to the fair with dissemination in:



- **Official blog.**
- **Mailing campaigns to buyers.**
- **Social networks of Expo Mueble Internacional.**

This content is disseminated during the months prior to event providing visibility anticipating your brand

Consult the advances
https://expomuebleinternacional.com.mx/en/blog

Requirements:

Logo in high resolution (PNG/JPG format).
High resolution product photographs (PNG/JPG/MP4).
Brief description of the company and/or products to be promoted

*IT IS NECESSARY TO COMPLETE THE EXHIBITOR PROFILE, SO THAT YOUR COMPANY CAN BE PROMOTED IN ADELANTOS EXMI.

ACTIVATE YOUR SOCIAL NETWORKS

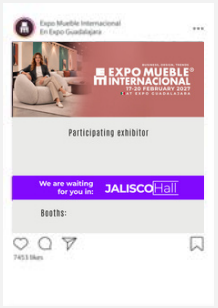
Share your participation with our **digital resources**, using our

Official hashtags:

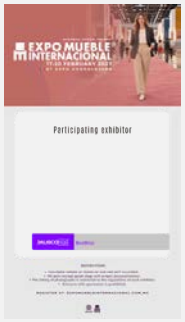
#EXMII27 #ExpoMuebleInternacional
#ElHubDeLaIndustriaDelMueble
#Negocio #Diseño #Tendencias

Label us on:

Find downloadable artwork at:
expomuebleinternacional.com.mx/en-media-tool-kit
Use these resources to empower your actions of marketing in different media:



Social media post.



Custom invitations.

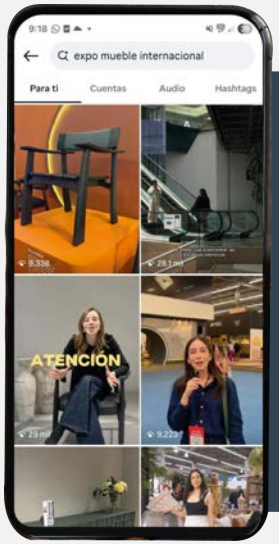


Logo of the current edition.

YOUR BRAND AS PROTAGONIST

Share a video of your brand showing how You are preparing for the International Furniture Expo, your launches or an invitation to visit your booth.

THE MOST ENGAGING VIDEO WILL BE RECOGNIZED DURING THE NOCHE MEXICANA!



How to participate?

1. Post your video from January 1 to February 15, 2027.
2. Tag Expo Mueble Internacional and use the official hashtags.
3. Send us your post link.



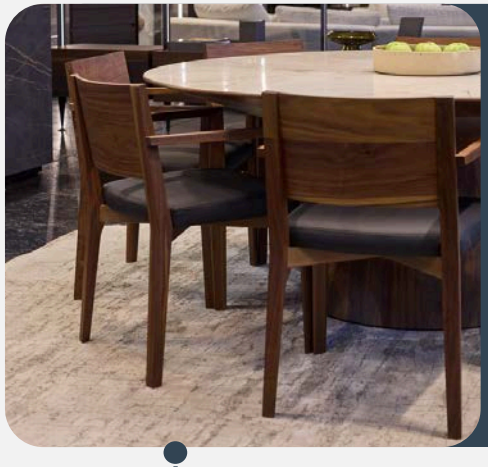
What can you share?

WHERE TO MEET
Stand number, pavilion and location for easy access.

WHAT THEY'LL FIND
Products, news, releases or collections that you will present.

WHY VISIT US?
Shares a reason to do from your booth a must-see stop.

SPECIFICATIONS FOR PHOTOGRAPHS



- Set images or with a white background.
- No visible logos.
- No contact details included.

Set photographs:

Must show how the products would look in an environment like a living room, terrace, kitchen, bedroom, among others.



Individual or combined products, without distracting elements.

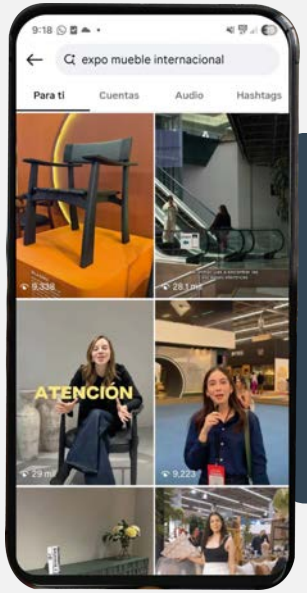
White background photographs:

Important:

Name your photos with the name of your company+product.
Example: international_Messa_marmol expo_mueble_internaciona_silla_barcelona

Do not use generic names:
Example: product, logo, table.

SPECIFICATIONS FOR VIDEOS



MP4 format, orientation vertical, real-life type and duration maximum of 1 minute.

- Information about the company and products it markets.
- Details about your furniture proposal (products, colors, new pieces, promotions, etc.)
- Highlight the releases of the year.
- End with an invitation to attend a Expo Mueble Internacional.

We will share **reels and stories** of products, releases and proposals from our exhibitors, thus generating greater visibility **for your company.**
Be creative, maintain visual care and leverage the reach of our platforms to connect with more potential customers.

Prepared by:
MOBLAJE
DISEÑO & INTERIORISMO MEXICANOS

KEY DATES

Contacts

Doubts about digital: materials:
gabriela.casillas@afamjal.com.mx

Advertising and directory:
brenda.arredondo@afamjal.com.mx

Exhibitor Profile completion deadline:
January 15, 2027.

Promotion period for EXMI Advances:
November 2027 - February 2027.

Expo Mueble Internacional:
February 17-20, 2027 at Expo Guadalajara.

MAKE YOUR BRAND PART OF THE STORY
OF EXPO MUEBLE INTERNACIONAL.

EXPOMUEBLEINTERNACIONAL.COM.MX