



EXPO MUEBLE® 13 | 14 | 15 | 16
INTERNACIONAL AUGUST 2025
AT EXPO GUADALAJARA

IMPACT AND VISIBILITY

Organized by:



Guadalajara
TRENDS IN FURNITURE

GUADALAJARA
GUADALAJARA®

Expand

your brand presence

Drive your company forward with Expo Mueble Internacional and connect with potential customers actively seeking your products.

Usa estas herramientas a tu favor:



**VIRTUAL
CATALOG**



**EXMI
PREVIEWS**



**DOWNLOADABLE
MATERIAL**



**DIGITAL
DIRECTORY**



Click to learn
about the tools.



*Applicable only to confirmed companies with up-to-date payment for the Summer 2025 edition.

*A complete Exhibitor Profile is required.

*For more information, please contact your sales executive.

EXHIBITOR PROFILE

This digital form collects key information about your company and its participation in Expo Mueble Internacional, aimed at ensuring effective promotion of your brand across the event's various communication channels.



Required Information:

- **Logo:** PNG or EPS format in high resolution.
- **Description:** A brief overview of what your company does and what makes it stand out.
- **Product photos (min. 2 / max. 6):** Lifestyle or white background, high-resolution, PNG or JPG format.
- **Contact details:** Phone, email, website and social media.
- **Details of your participation:** Booth(s), Hall / Pavilion, category, products to be exhibited, and other relevant data.



*The Exhibitor Profile is available exclusively to confirmed companies with up-to-date payment for the Summer 2025 edition.

*You will receive the link through your sales executive via email or Whatsapp.

*Deadline to complete the Exhibitor Profile: July 18th 2025.

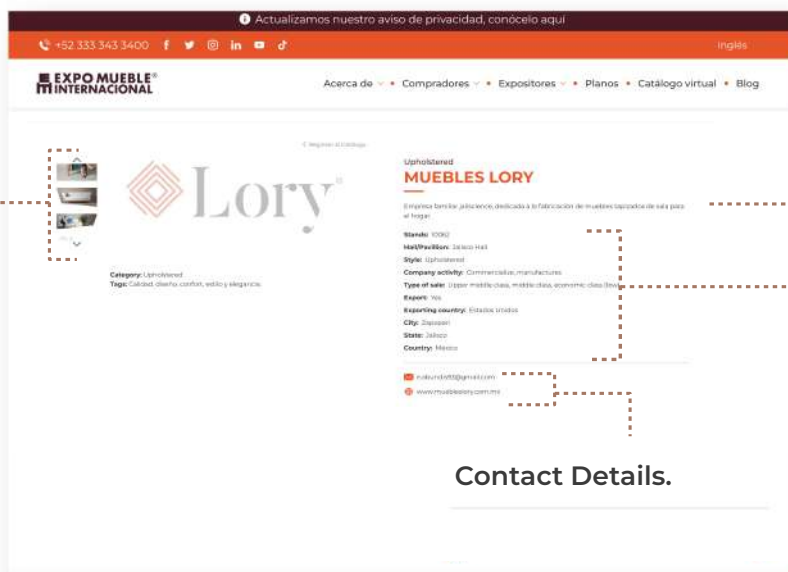
VIRTUAL CATALOG

available on the Expo Mueble Internacional website.

One of the main sources of visibility for your brand:
gain presence before, during and after the event.

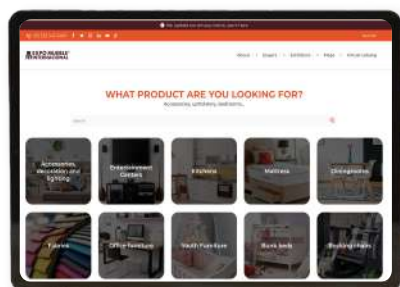
*Key information to publish:

Product Gallery



Company Description

Booth Location:
Number(s),
Hall/Pavilion

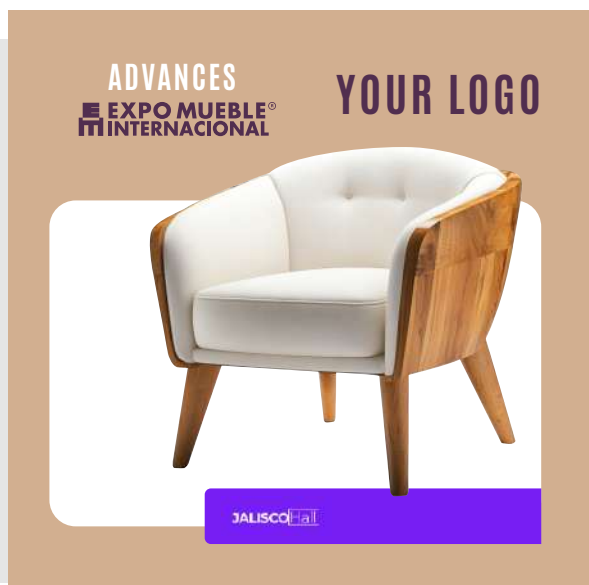


*Completing the Exhibitor Profile is required for your company to appear in the Virtual Catalog.

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

EXMI PREVIEWS

Promote your new products and launches before the event through the official digital channels of Expo Mueble Internacional:



- **BLOG:** Post on the official website.
- **SOCIAL MEDIA:** Post on Instagram and Facebook.
- **MAILING:** Campaign targeted at potential buyers and visitors.

This content is disseminated during the months leading up to the event (June and July), providing early visibility for your brand.

Required Information:

- High-resolution logo (editable format or PNG/JPG).
- High-resolution product photographs (PNG/JPG format).
- Brief description of the company and/or products to be promoted.

Photographs Specifications:



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

Lifestyle photography:

They should showcase how the products would look in settings such as a living room, terrace, kitchen, bedroom or other relevant spaces.



Product photos on a white background:

Ideally individual items, but sets are also acceptable as long as they are free from distracting elements.

Video Specifications:



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

Content must include:

- Information about the company and its products.
- Details about product characteristics (e.g. materials, textures, colors).
- Highlight relevant collections.
- End with an invitation to attend Expo Mueble Internacional.

For questions or additional information, contact: Jorge Franco

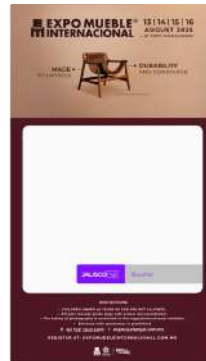
✉ digitalcontent@afamjal.com.mx ☎ +52 33 1336 6611

Downloadable graphic material

Use these resources to enhance your marketing efforts across different media:



■ Social media post



■ Personalized invitations



■ Logo of the current edition

Communicate your participation in Expo Mueble Internacional through various channels. This material is available on our website:
www.expomuebleinternacional.com.mx/en/media-tool-kit

ACTIVATE YOUR SOCIAL MEDIA
and announce you will be part of Expo Mueble Internacional using our hashtags:

#EXMIV25
#ExpoMuebleInternacionalSummer2025
#ExpoMuebleInternacional

- Invite your clients to visit you.
- Tag us in your stories and posts.



@Expomuebleinternacional



@expomuebleint



@expomuebleinternacional



@expomuebleintoficial



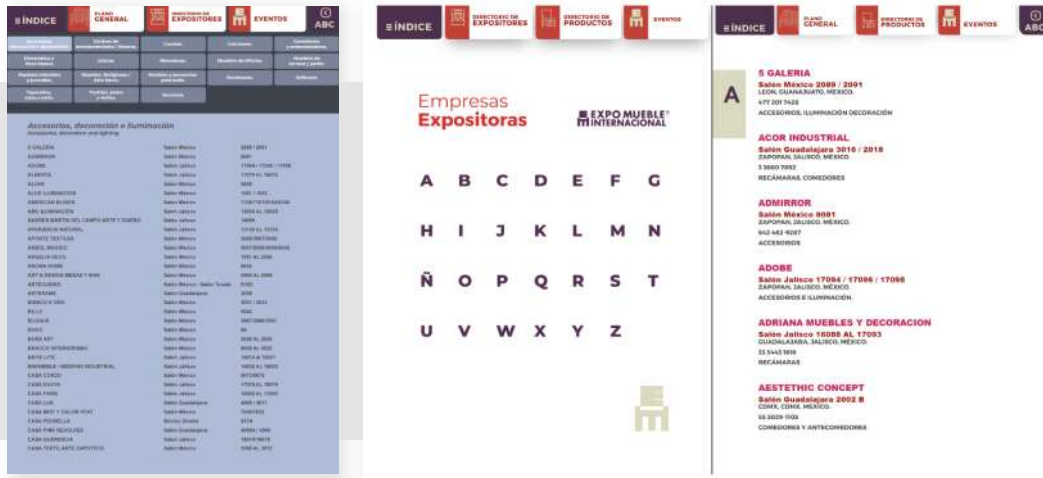
@expomueble



@expomueble

MOBLAJE
DISEÑO & INTERIORISMO MEXICANOS

An exclusive space to promote your company to over 39,000 prospects attending Expo Mueble Internacional.



This material is distributed through:

- **Databases.**
- **Website.**
- **Screens at Expo Guadalajara.**

***The information provided in the Exhibitor Profile will be published in the Directory.**

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

Information:
Brenda Arredondo

 +52 (33) 1025 7220

✉ asesora.comercial@moblaje.com.mx



Organized by: **afamjal®**

Association of Furniture Manufacturers of Jalisco A.C.

Av. Mariano Otero 1313, Col. Rinconada del Bosque,
Guadalajara, Jalisco, México, C.P. 44530

QUESTIONS OR FURTHER INFORMATION: Jorge Franco

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PLEASE READ YOUR MANUAL AND CONTRACT.

RESTRICTIONS:

- Access is permitted only to individuals over 18 years of age.
- No pets allowed (except guide dogs with proper documentation).
 - Photography is restricted to each exhibitor's regulations.
 - Entry with sportswear is prohibited.

EXPOMUEBLEINTERNACIONAL.COM.MX