

2021



TECNO MUEBLE INTERNACIONAL

August 18 - 21, 2021
Expo Guadalajara



Increase your Sales



Generate new sales prospects in the largest event of the industry



Meet face to face with actual decision makers



Access to new national and international buyers through the **global network** of Deutsche Messe



Create and nurture your business relationships with current and prospective customers from the region

Strengthen your Marketing Strategy



Promote your brand and products among a professional and select audience



Be part of the ideal showcase for new product launches and technical live demonstrations



Gain international press coverage through integration into the LIGNA press and media plan



Train your customers in the use and application of **new products and technologies**



Boost your exposure with our innovative **digital advertising campaign**

www.MEMIndustrial.mx
Phone: +52 (55) 7028 3335
miguel.ramirez@hfmexico.mx



Deutsche Messe

EXHIBITION FLOORPLAN



Basic Package MEM + TMI 2021

Includes: standard carpet, hardwall, vinyl lettering (per request), power supply 110v, exhibitor badges (3 each 9m2), directory listing.

Rate 1.

Valid through 25.11.20 to 28.02.21 **\$1,800.00**

Rate 2.

Valid through 01.03.21 to 30.06.21 **\$1,872.00**

Rate 3.

Valid through 01.07.21 to 09.08.21 **\$1,946.88**

*Rates in national currency plus VAT

For further information, do not hesitate to contact us:

Miguel Ramírez
Sales Manager MEM Industrial and Tecno Mueble Internacional
Phone: +52 (55) 3343 3335
miguel.ramirez@hfmexico.mx

Michael Bartos
International Project Director
Woodworking/Wood Processing Events
Phone: +49 (511) 893 4249
michael.bartos@messe.de

Mónica Díaz Fararoni
Ejecutiva Comercial
Afamjal
Phone: +52 (33) 7028 3400
tecnomueble@afamjal.com.mx

Hannah Kinsey
Sales Manager - North America
Phone: +1 (773) 796 4250 Ext. 743
hkinsey@hffusa.com

CORPORATE PACKAGES	PLATINUM \$100,000	GOLD \$70,000	BASIC \$40,00
Minimum eligible surface area (sqm)	54 m ²	36 m ²	18 m ²

POSITIONING IN DIGITAL MEDIA			
Logo on website	X	X	X
Logo in newsletters	X	X	X
Logo in targeted mailings	X	X	X
Banner in newsletters	X	X	-
Exclusive email blast	2	1	-
Publication of article / note in digital medium	3	2	1

POSITIONING IN PRINT MEDIA			
Logo in industry specific magazines	X	X	X
Logo on inauguration pop-up backdrop	X	X	X
Logo on exhibition floorplan	X	X	-
Promotion articles in visitor registration area	X	-	-
Visitor welcome kits and/or giveaways	X	X	-
Additional exclusive badges	10	7	5

ADDITIONAL SPONSORSHIP OPPORTUNITIES	Price ranges (MXN)
Brand exposure in:	
Visitor registration area	\$20,000 - \$96,000
Exhibitor's night	\$70,000 - \$80,000
Conference area	\$90,000
Digital media	\$5,000 - \$15,000
Print media	\$4,000 - \$12,000
Strategic places in the exhibition hall	\$30,000 - \$70,000
Media work zone	\$55,000
Promotional giveaways	\$20,000 - \$25,000
Vinyl on the exhibition hall carpet	\$25,000
Visibility on canvas in different places at Expo GDL	\$30,000 - \$65,000
LED electronic screen	\$95,000
Main access to the exhibition hall	\$65,000

*For further detail of the benefits please contact our team MEM-TMI Prices + VAT

Follow us on: