

**ibtm**<sup>®</sup>  
AMERICAS

AUG 19 - 20 2026  
CENTRO BANAMEX  
MEXICO CITY

WHERE CULTURES  
MEET TO DO  
**BUSINESS**

EXHIBITOR'S  
MANUAL

Event schedule:  
09:00 to 18:00 h

[www.ibtmamericas.com](http://www.ibtmamericas.com)



ibtm<sup>®</sup> es una marca registrada de Reed Exhibitions Limited, objeto de uso limitado bajo licencia.  
©2025 ibtm, o sus afiliados. Todos los derechos reservados.

Built by









In the business of  
building businesses





## TABLE OF CONTENTS

PLANNING – BEFORE THE EVENT .....	7
EXHIBITOR SUPPORT AND COMMUNICATION CHANNELS .....	7
EXHIBITOR SECTION ON THE WEBSITE .....	10
GENERAL EVENT SCHEDULE .....	11
CHECKLIST – ACTIVITIES & DEADLINES .....	12
WHAT IS INCLUDED WITH YOUR CONTRACTED SPACE? .....	14
 COMPLETE YOUR EXHIBITOR PROFILE: MAKE YOUR BRAND STAND OUT! .....	16
 SPONSORSHIPS – MATERIAL UPLOADS THROUGH THE OPERATIONAL PORTAL .....	17
 CELEBRITIES, INFLUENCERS, OR VIP PERSONALITIES .....	18
REGULATIONS FOR BOOTH DESIGN AND CONSTRUCTION .....	20
ADDITIONAL CONSIDERATIONS FOR BOOTH DESIGN AND CONSTRUCTION .....	34
STEPS AND RECOMMENDATIONS FOR CHOOSING YOUR BOOTH CONTRACTOR .....	36
REQUIREMENTS TO OBTAIN BOOTH DESIGN APPROVAL AND SETUP ACCESS .....	38
 BOOTH DESIGN AND CONSTRUCTION WITH RX SOLUTIONS .....	44
ADDITIONAL SERVICES – EXCLUSIVE VENUE SERVICES .....	46
SHIPPING AND RECEIVING EXHIBIT MATERIALS .....	47
EXHIBITION OF WEAPONS .....	48
EXHIBITOR BADGE REGISTRATION .....	49
VEHICLE AND/OR HEAVY MACHINERY DISPLAY .....	55
ASSEMBLY .....	56
REQUIREMENTS TO ACCESS THE SET-UP AREA .....	56
 ON-SITE PAYMENTS DURING SET-UP, EVENT, AND DISMANTLING .....	57
EVENT .....	69
 SOUND LEVELS – PERMITTED DECIBELS .....	70
GOOD NEIGHBOR POLICIES .....	71

ACTIVATIONS, ENGAGEMENT ACTIVITIES, AND MASCOTS ..... 74

GENERAL DISMANTLING SCHEDULE: ..... 85

..... 85

1. 📦 REMOVAL OF PRODUCTS OR EXHIBITION ITEMS ..... 87

🧱 DISMANTLING OF BOOTH STRUCTURE ..... 88

🚚 VEHICLE ACCESS TO LOADING DOCKS FOR STRUCTURE REMOVAL (BOOTH) 90

# Quick Guide: New Rules of the Exhibitor Manual 2026

This section gathers **all the new rules of the 2026 Exhibitor Manual**. These rules differ from previous years and may impact your planning, design, and logistics. The sections are organized to make review simpler and more practical. For ease of reference, they have been divided into two blocks:

**Section 1:** The **4 HIGHEST IMPACT** rules.

**Section 2:** The remaining new rules, presented in brief format (page + concept) and classified by impact level (**Critical, Medium or Low**).

This format is intended to help you prioritize what matter most and have a quick reference; **however, it is ESSENTIAL that all exhibitors and suppliers read the FULL MANUAL.**

## **SECTION 1: The 4 HIGHEST IMPACT rules:**

✓ **Aisle-facing wall rule (50% openness) - Pages: 26-27**

**Concept:** No booth may be completely closed off toward the aisles. Walls that face aisles must have at least 50% openness to ensure visibility and safety.

**High impact**– If not complied with, the committee will request modifications and will not authorize booth installation.

---

✓ **Suspended structures visibility rule (rigging) - Page: 25**

**Concept:** If the suspended structure is visible from neighboring booths, it may not display graphics or logos on those faces; they must be in a solid, neutral color. Graphics are only allowed on all faces if the structure is placed at least 3 meters inside the booth.

**High impact**– If not followed, the committee may require the removal or covering of the structure during setup, which can increase costs and time.

---

✓ **Height rule for booths and suspended structures - Page: 32**

**Concept:** The maximum permitted height for booths smaller than 35.99m<sup>2</sup> is 3.5m. For booths of 36m<sup>2</sup> and larger, the maximum height is 5m. Suspended elements are only allowed in booths of 36m<sup>2</sup> or more, with a maximum height of 7m from the floor.

**High impact** – Exceeding height limits or installing suspended structures without meeting the conditions will result in immediate dismantling, which can lead to high costs.

---

**✔ Structural calculation rule for suspended structures (rigging)- Page: 30**

**Concept:** Suspended structures exceeding 75kg or measuring more than 4x4m (or 4m in diameter) must include a structural calculation signed by a DRO (Responsible Works Director) and must use motors and metal trusses contracted exclusively through the venue.

**High impact** – If the structural calculation and liability letter are not submitted, installation of the suspended structure will be rejected, which may prevent setup and generate additional costs.

**SECTION 2: All other new rules.**

Page	Concept	Priority
38	Validation of documents in the operations portal before assembly.	Critical
40-41	Physical delivery of the structural calculation signed by a certified engineer (DRO) on the first day of assembly; without it, booth construction cannot begin.	Critical
22	Permitted materials: only scenic (MDF, PVC, fabric). Civil construction materials are prohibited.	Critical
84	Comply with dismantling schedules according to booth size.	Critical
37	Upload documents for booth review through the operations portal; renders, insurance policies, or DRO documents will not be accepted by email.	Critical
23	Electrical box must be inside the booth, visible, and unobstructed.	Medium
31	No on-site construction; all elements must arrive ready for assembly.	Medium
19	Notify presence of celebrities or VIP guests at the booth 20 days in advance.	Medium
74-75	Interactive and musical activities require prior authorization.	Medium
73	Games of chance are prohibited.	Medium
65	Protect flooring during external work (sanding, painting).	Medium
68	Avoid excessive noise and activities that disturb neighboring exhibitors.	Medium
17	Use the operations platform to upload sponsorships if contracted; sponsorships will not be accepted by email.	Medium
23	Storage room or booth doors must open inward, not toward aisles.	Medium
35	Timely arrival for assembly is the responsibility of the exhibitor and builder.	Medium
51	Badge registration for setup/dismantling through the operations platform.	Medium
48-49	New process for exhibitor badge registration.	Low
10	Invoicing is available through the SAT portal.	Low
11	Event website section for exhibitors with resources and tutorials.	Low
89	Mandatory respectful conduct.	Low

**The Exhibitor/Builder is obligated to fully comply with all rules, guidelines, and procedures established in this Manual. Failure to comply with any of these provisions shall entitle the Venue and/or the Organizer to impose the corresponding sanctions, without prejudice to the possibility of causing delays in the setup activities. Furthermore, any cost, expense, or additional charge resulting from non-compliance shall be the sole responsibility of the Exhibitor.**

## WELCOME TO IBTM AMERICAS

**Dear Exhibitor,**

We are delighted to welcome you back—or to welcome you for the first time—to this edition of **IBTM AMERICAS**. We are excited to share this space with you, which has become a key meeting point for innovation, collaboration, and growth within our industry.

We understand that each participation involves effort, planning, and high expectations. That is why we want to support you every step of the way to ensure your experience is smooth, productive, and memorable.

From this point forward, our **Customer Experience team** will be your primary point of contact. We are here to support you before, during, and after the event. Please do not hesitate to reach out—we are here to help.

Count on **RX** to help you build strong and meaningful connections with your clients.

### EXHIBITOR MANUAL

*Your essential guide to a smooth and successful participation.*

This manual has been designed to help you plan your participation in a clear, safe, and efficient way. Here you will find the rules, key dates, processes, and recommendations necessary to ensure a successful event experience.



It is **ESSENTIAL** that you read this manual in full and share it with your team and suppliers. Even if you have participated in previous editions, please note that rules may change each year, as venues update their regulations at least twice annually. For this reason, this document is your best tool to avoid surprises, delays, or consequences that could impact your participation.

In addition, this manual may be updated at any time. We recommend paying close attention to official communications, as the Customer Experience team will notify you of any relevant changes you should consider.

Please remember: lack of knowledge of the rules does not exempt anyone from complying with them. Not reading the manual will not be considered a valid reason for failing to meet deadlines, processes, or guidelines. The Exhibitor Manual is an extension of the contract that each exhibiting company has already signed.

## OPERATIONS MANUAL UPDATE – RX AND CENTRO BANAMEX

As part of our commitment to continuous improvement and the safety of all participants, RX Global and Centro Banamex periodically update their operations manual. Please note that the established rules and guidelines may be subject to change at any time. We recommend that all exhibitors and suppliers stay informed and regularly review the latest updates through the following link:

👉 [Check the updated CB operations manual here.](#)

We understand that some rules may raise questions or concerns, and we are here to help. For any inquiries, please contact our central support email:

✉ [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

Your questions will be directed to the appropriate team to provide you with a clear and timely response. You can also visit the event website, where you will find relevant information about the event, conferences, schedules, visitor registration, latest updates, and more:

🌐 <https://www.ibtmamericas.com/es-mx.html#/>

**We are here to support you every step of the way. Count on us to help you achieve an organized, successful, and seamless participation.**

---

# PLANNING – BEFORE THE EVENT

## EXHIBITOR SUPPORT AND COMMUNICATION CHANNELS

For any questions, inquiries, or requests related to your participation in the event, we provide the following support channels:

### 1.- Central Support Email – This is your initial point of contact

✉ [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

### 2.- 🗨 WhatsApp Groups – Exclusive for Exhibitors:

**Join the WhatsApp groups to stay updated on activities, deadlines, reminders, tips, and recommendations.**

Group link: [https://chat.whatsapp.com/lrWBjJmngZC2AxR4lqjRUN?mode=qi\\_t](https://chat.whatsapp.com/lrWBjJmngZC2AxR4lqjRUN?mode=qi_t)

Invite those who need to stay informed!  
This group is intended for members of your company  
who need to be aware of key updates and event reminders.  
Share the QR code now—don't leave it for later.  
Join today and invite anyone you consider relevant!



By joining the WhatsApp group, you agree to the terms and conditions of use. You can review them by clicking [here](#).  
[Puedes consultarlos dando clic aquí.](#)

**3.- Event Website:** Here you will find access to the EXHIBITOR HUB, operational portal, key materials, and tutorial videos. Everything you need in one place.

<https://www.ibtmamericas.com/es-mx/Expositor/soy-expositor.html>

#### 4.- Personalized Customer Experience Assignment

Each exhibiting company will be assigned a dedicated contact from the Customer Experience team, who will serve as your direct point of support for specific matters related to your participation. The main contact for each company will receive this information individually.

**We recommend keeping an eye on emails from the @rxglobal.com domain, as your assigned Customer Experience contact details will be shared through this channel.**


---

#### CUSTOMER EXPERIENCE RESPONSE TIME



The Customer Experience team has a response time of up to 24 business hours for event-related inquiries.

While we strive to respond as quickly as possible, we appreciate your patience and understanding during periods of high demand.

 Please note that this response time does not apply to document reviews on the operational platform, as this process follows a different workflow and timeline established by the organizing committee.

#### MAIN CONTACT UPDATE



It is the sole responsibility of the exhibiting company to notify the Organizing Committee if the main contact assigned for event management has changed, is no longer part of the company, or will no longer be responsible for the process.

Failure to update this information may result in communication errors, such as sending relevant information to an incorrect or inactive person.

Therefore, the **Organizing Committee** disclaims any responsibility arising from the failure to update the contact information, including delays, omissions, or lack of follow-up in operational processes.

To update this information, the exhibiting company must contact their Customer Experience representative and/or sales executive as soon as possible.


---

## SUPPORT AND COMMUNICATION CHANNELS FOR CONTRACTORS

For any questions, inquiries, or requests related to your participation in the event, we provide the following support channels:

1. **Central Support Email** – This email is your initial point of contact.

 [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

2.  **WhatsApp Groups – Exclusive for Contractors:** Join the WhatsApp groups to stay informed about activities, deadlines, reminders, tips, recommendations, setup regulations, and logistics schedules.

Enlace de grupo: <https://chat.whatsapp.com/EOBJuBEUg7U6DYLbyA3Vah>

Share this QR code with your contractor!  
This will allow them to stay informed about the rules, deadlines,  
and key details for setup and dismantling.  
Don't leave it for later—send it now and ensure smooth coordination.



By joining the WhatsApp group, you agree to the terms and conditions of use. You can review them by clicking here.  
[You can review them by clicking here.](#)



### INVOICING

Please note that all invoices and payment complements issued by RX are automatically sent from the email address:

 [distri@digital-documents.net](mailto:distri@digital-documents.net)


We recommend checking both your inbox and spam folder, and ensuring that the email address where you wish to receive your invoices is up to date. If you need to update it, you may do so by contacting your sales executive directly.

**✦ Important:**

If you have not received your invoice by email, you may view and download it directly from the SAT Procedures and Services Portal:

 <https://www.sat.gob.mx>

This is a free service available to all taxpayers in Mexico and will allow you to access your invoice and complete payment on time.

 We are attaching the official guide issued by SAT for your reference:  
[https://drive.google.com/file/d/1274sMQDRna3R1qfgeKUefLcjwR5fL8OF/view?usp=drive\\_link](https://drive.google.com/file/d/1274sMQDRna3R1qfgeKUefLcjwR5fL8OF/view?usp=drive_link)



**KEY PLATFORMS**

Easily access and review the platforms you will use during your planning and participation in the event:

Platform / Resource	FUNCTIONALITY	Link
Exhibitor Web Section	Find tutorials, training sessions, and access to all the platforms you need to plan your participation.	<a href="#">CLIC HERE</a>
Event Floor Plan	Locate your booth and review its dimensions.	<a href="#">CLIC HERE</a>

**EXHIBITOR SECTION ON THE WEBSITE**

Do you want to have everything you need to plan your participation in one place? This site is your best ally!

Here you will find:

- Direct access to the platforms you will use for your planning.

- Downloadable forms to request additional services.
- Promotional materials to help communicate your participation in the expo.
- Tutorials, webinars, and training sessions for you and your team.
- Clear guides on how to complete your profile, request badges, and more.

Do you have questions about a process? Want to watch a training session again? Need inspiration to make the most of your participation? Everything is here.

👉 Log in, explore, and discover everything we have prepared for you.



## YOUR PARTICIPATION STARTS WITH STAYING WELL INFORMED MAKE THIS SECTION YOUR FAVORITE TOOL!



The screenshot shows the top navigation bar with a date filter for '24 - 26 octubre, 2026' and a 'Centro Banamex' link. A 'QUIERO EXPONER' button is visible. Below the navigation, the main heading reads 'Bienvenido a la sección de Expositores'. A sub-heading states: 'Esta sección está diseñada para brindarle información sencilla y paso a paso que le ayudará a planificar eficazmente su participación.' Below this, there are ten dark blue buttons with white icons and text: 'Exhibitor Hub', 'Preguntas frecuentes', 'Manual de Expositores', 'Portal operativo', 'Servicios adicionales', 'Diseño de stands', 'Tutoriales', 'Reglamento general', 'Kit promocional', and 'Contacto Expositores'. At the bottom, a section asks '¿Necesitas soporte adicional?' with a contact email address: 'Escribenos a: [ibtm@ibtm.com](mailto:ibtm@ibtm.com)'.

## GENERAL EVENT SCHEDULE

Please refer to the assembly, event, and disassembly sections for detailed schedule information.

PHASE	DATES	SCHEDULE	ACTIVITY
Assembly	Monday 17 <sup>th</sup> August 2026	07:00 a 08:00 h	Entrance for booth of 81m2 and above
		08:00 a 09:00 h	Entrance for booth of 52m2 and above
		09:00 a 10:00 h	Entrance for booth of 36m2 and above
		10:00 a 11:30 h	Entrance to booth of 9m2 and above
		11:30 a 22:00 h	Assembly
	Tuesday 18 <sup>th</sup> August 2026	08:00 a 22:00 h	Assembly (All stand sizes are welcome)
Event	19 <sup>th</sup> y 20 <sup>th</sup> August 2026	Exhibitor: 09:00 – 18:00 h	
		Visitot: 09:00 – 18:00 h	
Disassembly	20 <sup>th</sup> August 2026	From 20:00 h	



The complete details for each phase (**Assembly, Event, and Disassembly**), including specific rules and procedures, can be found later in this manual. We recommend reviewing them carefully to ensure proper planning.




## CHECKLIST – ACTIVITIES & DEADLINES



Below, you will find the key activities that every exhibitor must complete on time and as required. Compliance with these tasks is the direct responsibility of each company. We recommend adding these dates to your calendar to avoid omissions or delays that could affect your participation.

These activities are mandatory. The Organizing Committee is not responsible for any issues resulting from non-compliance. If you have questions regarding any activity, please contact your assigned Customer Experience executive or email [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

### Types of activities included in the CHECKLIST:

















-  **Mandatory:** Must be completed on time and as required. Applies to all exhibitors.
-  **Optional:** Recommended to enhance your experience, but not mandatory.
-  **Webinars:** Informational sessions to answer questions and learn about available tools.

**ibtm** AMERICAS

WHERE CULTURES MEET  
**TO DO BUSINESS**

**AUG 19-20, 2026**  
 CENTRO BANAMEX  
 MEXICO CITY

Guest destination:  

	Activity	Deadline	Request	Responsible
1	Read the <b>Exhibitor Manual</b> and familiarize yourself with the event rules.	ASAP	 Mandatory	Exhibitor/ Assembler
2	Connect to <b>Exhibitor Training</b> (11:00 a.m)	June 16th 2026	 Optional	Exhibitor
3	Send the company logo.	June 30th 2026	 Mandatory	Exhibitor
4	<b>Complete the exhibitor profile</b> with your company's commercial information. .	June 30th 2026	 Mandatory	Exhibitor
5	Deadline for <b>MSH (Main Pavilion Exhibitors) to register their sharers.</b>	June 15th 2026	 Mandatory	Exhibitor
6	Connect to <b>Business Appointment Training.</b> (11:00 a.m)	July 1st 2026	 Optional	Exhibitor
7	<b>Register your assembly company</b> on the <b>operational portal.</b>	July 10th 2026	 Mandatory	Exhibitor
8	Upload stand documents for committee review.	July 23th 2026	 Mandatory	Assembler
9	Make sure your <b>stand project is approved</b> on the operating platform.	July 23th 2026	 Mandatory	Exhibitor/ Assembler
10	<b>Notify Customer Experience</b> about activities, dynamics, and product demos.	July 24th 2026	 Mandatory	Exhibitor
11	Contracting of <b>additional services with the venue and/or official suppliers</b> of the Organizing Committee.	July 28th 2026	 Opcional	Exhibitor / Assembler
12	Connect to the <b>assembly/disassembly webinar.</b> (11:00 a.m)	July 15th 2026	 Mandatory	Assembler
13	Learn about your <b>access code</b> for the <b>LEAD MANAGER</b> badge-scanning app and how it works.	July 30th 2026	 Mandatory	Exhibitor
14	<b>Exhibitor Badge</b> Registration	August 10th 2026	 Mandatory	Exhibitor
15	<b>DASHBOARD:</b> Get ready and review your digital performance before the event.	July 30th 2026	 Optional	Exhibitor
16	<b>Badge Registration</b> for assembly/disassembly	Augus 14th 2026	 Mandatory	Assembler

**Click on the following link to access all the links and tutorials for completing these activities.**



[Download the checklist to review compliance with each activity by clicking here.](#)

## WHAT IS INCLUDED WITH YOUR CONTRACTED SPACE?

### ELECTRICITY

One double electrical outlet (120 V / 1000 W) is included for every 9 m<sup>2</sup> contracted, with a maximum of 2 double outlets per contract.

Contracted Space	Included Outlets
Up to 9 m <sup>2</sup>	1 double outlet
More than 9 m <sup>2</sup>	2 double outlets

### BADGES

Badges are assigned according to the **contracted square meters**.

### LEAD MANAGER APP

Access to the badge scanning application for visitor lead retrieval.

### DIGITAL EXHIBITOR DIRECTORY

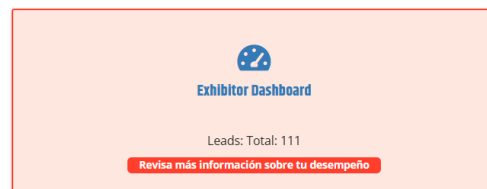
**requirement:** Complete your company profile in the Exhibitor Hub and upload your logo in the required format.

**Note:**

The logo uploaded to the Exhibitor Hub is only used for the digital directory. For the printed catalog, you must upload your logo to the Operational Portal in the required format.

### EXHIBITOR DASHBOARD

Access statistics related to visits to your web profile. This dashboard allows you to track how many people clicked on or visited your exhibitor profile, helping you measure the impact of your online presence within the event.



### PRINTED POCKET MAP

Mention and logo placement in black and white or color, depending on your contracted package.

**Requisitos:**

- Completar el perfil comercial en el **Exhibitor Hub** antes de la **fecha límite: 30 junio 2026**.

**- Requirements:**

- Complete your company profile in the Exhibitor Hub before the deadline: June 30, 2026.
- Upload your company logo to the Exhibitor Operational Portal in outlined/vector format (AI or PDF) before June 30, 2026.
- Have your booth space contracted before June 30, 2026. Contracts completed after this date will not be included in the printed Pocket Map.



### YOUR CONTRACTED SPACE DOES NOT INCLUDE:

- Carpet
- Booth walls or partition panels
- Internet or WiFi at the venue
- Additional electricity
- Furniture
- Parking
- Hanging signs or rigging
- Booth cleaning service
- Booth security



As shown in the image, the contracted space is delivered marked only on the floor boundaries. It does not include walls, panels, or any type of booth structure.



#### **Note:**

Services not included must be contracted separately and directly with the event's official suppliers. It is the exhibitor's responsibility to arrange any additional services required.



## COMPLETE YOUR EXHIBITOR PROFILE: MAKE YOUR BRAND STAND OUT!

Your exhibitor profile in the Exhibitor Hub is your digital showcase within the event. By completing it properly, your company will gain access to the following benefits.

 **Deadline: June 30, 2026**



DEADLINE

### Digital Benefits

- ✓ Appearance in the Exhibitor List and Product List on the event's official website.
- ✓ Participation in the matchmaking recommendation program, which connects visitor interests with your business offerings.
- ✓ Access to visibility statistics through the Exhibitor Dashboard.
- ✓ Increased visibility before, during, and after the event.



Editar perfil

Esta información aparecerá en el sitio web del evento

### Printed Benefits

- Part of the information completed in your profile will be used for printed materials such as the Pocket Map, provided it is submitted on time and correctly.

### Important

- A complete profile increases your chances of being recommended and improves your visibility across all event channels.
- An incomplete profile limits your exposure and may prevent your company from appearing in listings, recommendations, and printed materials, even if those spaces were contracted.

### KEY DATES

To appear in the Pocket Map, you must complete your profile before **June 30, 2026**.

For digital channels, there is no fixed deadline. Information is published automatically as it is completed, so submitting your profile as early as possible will give you greater exposure.



### Not sure how to complete your profile?

[Watch the tutorial video here.](#)

## 🔗 SPONSORSHIPS – MATERIAL UPLOADS THROUGH THE OPERATIONAL PORTAL

Exhibitors must upload their artwork, videos, or files directly to the **Exhibitor Operational Portal**, without the need to receive individual emails from the Customer Experience team.

### 🔗 How does it work?



#### STEP 1:

The exhibitor must log in to the Operational Portal, where the contracted sponsorship products will be displayed.

#### STEP 2:

For each product, the technical specifications (size and file weight) and the required type of material (graphic artwork, video, image, etc.) will be shown.

#### STEP 3:

The exhibitor must upload the files directly to the portal within the established deadline, which will also be indicated in the portal itself.

#### IMPORTANT CONSIDERATIONS:

- All management is handled through the Exhibitor Operational Portal. No personalized emails requesting materials will be sent.
- It is the sole responsibility of the exhibitor to:
  - Verify the contracted products.
  - Review the technical specifications.
  - Upload complete and correct materials within the indicated deadline.
  -
- The Organizing Committee does not create, produce, or edit exhibitor materials unless this service is included in the contracted sponsorship package. Materials include graphic artwork, videos, digital images, digital banners, etc.
- Once documents are approved within the Operational Portal, the exhibitor will not be able to make adjustments or changes to the materials.
- If materials are not uploaded on time, the Organizing Committee is exempt from any responsibility related to the execution or delivery of the contracted sponsorship.
- Exhibitors may check the status of their materials directly in the Operational Portal. The system will indicate whether the file was approved or rejected, and if rejected, the reason will be displayed so it can be corrected and uploaded again within the deadline.
- The deadline for uploading sponsorship materials will be visible in the Operational Portal.

## Do you have questions about your contracted sponsorships?

- If any of the sponsorship products you contracted do not appear in the Operational Portal, please contact your Customer Experience representative immediately.
- You may also contact your Customer Experience representative if you have questions regarding specifications or the required materials for the products displayed in the portal..


---

### PAID ACTIVATIONS DURING THE EVENT (ON THE SHOW FLOOR OR INSIDE THE BOOTH)

Some sponsorships include permission to carry out special activations such as tastings, games, presentations, or live shows on the event floor. These activities may take place inside the booth or in other areas of the event, depending on the contracted package.

To ensure proper execution, exhibitors must share all logistical details of their activation with their Customer Experience representative at least 30 days before the event.

- Date and time
- Location
- Duration
- Number of people involved
- Technical or assembly requirements

**- Carefully review your contracted sponsorship package and make sure to submit all required details on time.** 

- Even if you requested elements such as audio, video, stage platforms, or other services, they can only be considered if they are included in your contracted package



**- If we do not receive the necessary information within the established timeframe, we will not be able to guarantee proper service delivery or adequate logistical coordination..**

- You may only use the services and spaces included in your contracted package. Any additional requirements must be previously validated, approved by the Organizing Committee, and paid for by the exhibitor.

---

### CELEBRITIES, INFLUENCERS, OR VIP PERSONALITIES

If you are planning to bring a celebrity, influencer, public figure, or VIP personality to your booth, it is mandatory to notify the Customer Experience team at least 20 days before the event.

 **Why is it important to notify the Organizing Committee?**

#### 1. Logistics and Special Access



Some personalities require specific entry conditions, escorts, or perimeter security. Providing advance notice allows the Organizing Committee to properly coordinate their arrival and stay at the venue..

## 2. Promotion and Visibility

Sharing this information also allows the Organizing Committee to evaluate whether the visit may be included in official event channels (social media, newsletters, etc.), which may increase visitor interest and provide greater visibility for your booth..

### Required Information

When notifying the visit, please include:

- Name of the personality.
- Estimated date and time of the visit.
- Type of activity they will perform.
- Special requirements.
- Vehicle plate number and driver's name (if applicable)

 [Submit the information by completing the following form](#)

### Important:

**Badges for these personalities must be requested in advance by the exhibitor to avoid entry delays due to missing accreditation. Depending on the case, this may be either an exhibitor badge or a visitor badge.**

**To assist you with venue access and on-site coordination, this information must be submitted at least 20 days before the event.**

**If the information is received during the event or only a few days beforehand, logistical support cannot be guaranteed.**

---

### SOCIAL MEDIA PROMOTION OF CELEBRITIES, INFLUENCERS, OR VIP VISITS.



Submitting this information does not guarantee publication on the event's official channels. The Organizing Committee selects the content to be shared based on its relevance, audience appeal, and alignment with the event's communication strategy..

Additionally, due to image rights and branding restrictions, we do not create or publish graphic materials on behalf of exhibitors. If you would like the visit to be promoted, you must provide the corresponding artwork (image, design, or video) along with the necessary permissions. In such cases, the Organizing Committee may consider reposting the content through its official channels..

### SECURITY FOR TALENT AND SPECIAL GUESTS

The personal security of any celebrity, talent, special guest, or media representative is the sole responsibility of the exhibitor inviting them.

The Organizing Committee may provide perimeter security support only if the visit generates crowds or requires additional control measures, and always in compliance with the venue’s civil protection regulations.



Even if the visit has been planned in advance, if the presence of the talent causes overcrowding, disorder, or situations that compromise the operation of the event, the Organizing Committee may intervene, suspend, or immediately cancel the activity without exception.

Exhibitors are strongly encouraged to coordinate all logistical and security aspects related to their VIP guests in advance to avoid disruptions and ensure a safe and organized experience.

---

## ✦ ADVERTISING ELEMENTS CONTRACTED BY EXHIBITORS

Some exhibitors contract advertising spaces within the venue — such as banners, hanging signs, inflatables, or other promotional elements — with the goal of maximizing their brand visibility during the event. These materials are strategically placed and form part of the benefits included in their sponsorship investment.

Since these elements are located in high-traffic areas, they may be positioned near other booths or event structures. All locations have been previously approved by the Organizing Committee and may not be modified or relocated.

## REGULATIONS FOR BOOTH DESIGN AND CONSTRUCTION

The following **booth construction rules** are non-negotiable. They are based on safety standards, event image, and fairness among exhibitors; therefore, no exceptions will be made regarding compliance.



It is essential that, when developing your booth design, you ensure all regulations are met. **All exhibitors and contractors must follow these rules, and lack of knowledge of a regulation does not exempt compliance.**

Please note that **each venue and organizing committee may have different regulations, and at RX we follow internationally recognized safety protocols and standards for the well-being of all participants.**

**Compliance is not an obstacle — it is a guarantee that protects your brand, your team, your visitors, and the overall event experience.**

### 1. Design Responsibility

The design and setup of the booth are the responsibility of the exhibitor, except in cases where booth construction has been contracted directly through the Organizing Committee, whether as a customized booth, package booth, or shell scheme.



If you hired a custom booth design through an external supplier, we strongly recommend ensuring that your supplier is familiar with and complies with all rules and specifications established in this manual to avoid issues during setup and ensure a smooth experience for everyone.

## 2. Submission and Approval of Booth Designs

All booth projects must be uploaded to the Operational Portal for review and approval before setup at the event.



 Deadline: **July 23, 2026.**

## 3. Construction of Partition Walls

- It is mandatory to build partition walls between booths with neighboring exhibitors.
- These walls are not included in the contracted space and must be provided by the exhibitor or booth contractor.
- The minimum height for partition walls is 2.50 meters.
- The Organizing Committee will mark the boundaries of each booth on the floor.
- It is not permitted to display only products, furniture, roll-ups, or loose elements without a booth structure. Partition walls are mandatory.
- It is strictly prohibited to hang, attach, or secure any booth element (such as banners, fabrics, or signage) to another exhibitor's structure or to the venue structure.
- Even if it appears simple — such as using string, adhesive tape, or improvised fasteners — this practice creates a poor image for the event, represents an operational risk, and negatively impacts other exhibitors' experience.
- Each exhibitor must have its own booth structure or partition walls to display materials. The Organizing Committee reserves the right to remove any element that violates this rule.
- The only exception applies to island booths, meaning booths surrounded by aisles on all four sides and not adjacent to neighboring exhibitors. In these cases, partition walls are not mandatory. However, these projects must still be reviewed by the committee and comply with all requirements (renderings, insurance policy, DRO when applicable).
- Booth presentation must be structured, professional, and aligned with the event standards, as it reflects both your company image and the image of the exhibition.



## 4. Permitted Materials for Booth Construction

To ensure efficient and safe setup and dismantling within the venue timelines, only scenic/event construction materials are permitted for booth construction.

## The use of civil construction materials is strictly prohibited

### ✔ Permitted Scenic Materials

- MDF, plywood, or lightweight wood
- PVC and acrylic
- Fabric, canvas, vinyl
- Modular aluminum structures
- Prefabricated or easy-assembly elements
- Treated glass or glass with safety film (mandatory for safety purposes)

### ✘ Prohibited Civil Construction Materials

- Cement, concrete, mortar
- Concrete blocks, bricks
- On-site plaster applications
- Rebar and structural welding
- Tile or ceramic coverings
- Drywall
- Untreated glass or glass without safety film



Prohibited materials are intended for permanent construction projects and are not suitable for temporary events. Their use may cause delays, safety risks, and venue penalties.

To ensure compliance and avoid ambiguity, the Organizing Committee requires technical data sheets for the materials used in each booth. This allows case-by-case evaluation to ensure materials are suitable for temporary event use.

Although this list includes the most common materials, we reserve the right to approve or reject any material not specifically listed, always prioritizing safety, efficiency, and venue regulations.

## 5. Mandatory Location of Electrical Box

Each exhibitor must place the electrical box provided by the venue inside their contracted booth space. This box is essential for booth power supply and must remain visible and accessible at all times, 24 hours a day.

For safety reasons, electrical boxes must remain completely clear on top.

Placing objects above them (such as boxes, materials, or other items) is not permitted, as it represents an electrical and operational risk.

Under no circumstances may the electrical box be placed in:

- Aisles
- Common areas
- Other exhibitors' spaces
- 

This measure is intended to prevent accidents, obstructions, and conflicts between exhibitors, while complying with venue safety regulations.



## 6. Storage Room Doors: Opening Direction and Restrictions

Doors installed in storage rooms or booth structures must always open inward toward the exhibitor's space.

This applies both to doors facing aisles and doors facing dead spaces (areas between booths that are neither aisles nor part of the booth itself).

Doors opening outward may create obstructions, safety hazards, and conflicts with other exhibitors; therefore, outward-opening doors are not permitted.

## 7. RIGGING / HANGING STRUCTURES

Rigging structures are permitted only for booths of 36 m<sup>2</sup> or larger, without exception, and must comply with the following conditions:

### A. General Requirements

- Use lightweight materials and ensure that hanging elements do not exceed the contracted booth area.
- Rigging is one of the first setup operations performed during installation and must be scheduled in advance to avoid delays.
- The venue (Centro Banamex) will evaluate whether the structure complies with established safety and weight regulations for each rigging point.
- The venue and/or Organizing Committee will determine whether the hanging structure must be installed באמצעות rigging. If this method is required, the exhibitor and contractor must comply and hire the corresponding service directly through Centro Banamex.

This requirement is not optional or negotiable. Compliance is mandatory to ensure event safety and proper operations.

---

### B. Service Contracting

- This service is exclusive to the venue and must be contracted directly with Centro Banamex in advance.
- Self-installation of rigging by exhibitors or contractors is strictly prohibited.
- Service schedules and procedures depend exclusively on the venue.

---

### C. Technical Validations

- Verify required installation materials with Centro Banamex.
  - The venue reserves the right to reject structures that do not have an authorized DRO or that, in the opinion of the Operations Management team, represent a risk to personnel, venue property, or clients.
  - For illuminated hanging structures, only LED lighting is permitted. A safe installation must be guaranteed, including the corresponding electrical service and an additional safety point for cable descent to the floor.
- 

#### **D. Specific Conditions**

- Hanging elements weighing less than 75 kg and measuring up to 4x4 meters or 4 meters in diameter (maximum) may be installed using hydraulic platforms without motors, subject to material validation and contracting exclusively through the venue.
  - Any assembled hanging structure with a height exceeding 1.80 meters from floor level to its lowest point and weighing more than 10 kg must submit the corresponding DRO prior to contracting.
  - This requirement does not apply to simple flags or banners made of vinyl, canvas, or plastic with PVC, wood, or steel frames used as general signage.
  - If the structure exceeds 10 kg and has a height greater than 1.80 meters from the floor to the lowest point, the corresponding DRO must be submitted before contracting the service.
- 

#### **E. Safety During Rigging Operations**

- During crane lifting operations, the entire area below must be completely cleared. No other setup work may be carried out in that area during lifting operations.
  - Failure to comply will result in the venue suspending the rigging operation without any possibility of claims regarding delays.
- 

#### **F. Special Cases**

- Structures exceeding the dimensions and weights mentioned above must, without exception, contract motors and metal trusses directly through Centro Banamex, with the corresponding DRO submitted in advance to the Organizing Committee and presented in original form during setup.



**G. Responsibility**

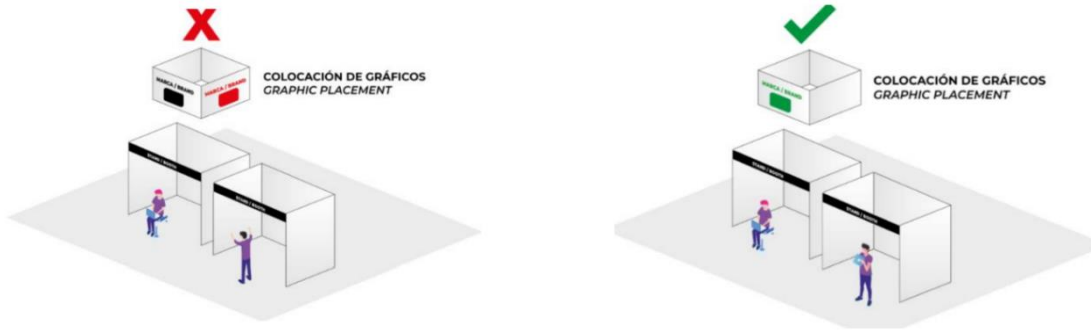
- The exhibitor and booth contractor must ensure that all rigging installations comply with all safety measures.
- The Organizing Committee is not responsible for incidents resulting from improper installation.

**8. RULES FOR RIGGING ELEMENTS AND VISIBILITY BETWEEN BOOTHS**

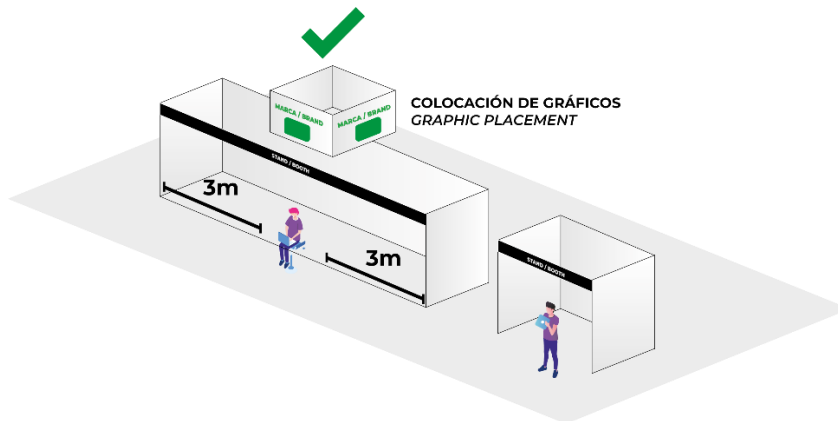


**IMPORTANT:** Rigging is permitted only for booths of 36 m<sup>2</sup> or larger.

- E If the booth is adjacent to neighboring booths on the sides or back, graphic elements on hanging structures (including logos, brand names, images, or any type of brand-related visual communication) are not permitted on the sides visible to neighboring exhibitors..
- E In these cases, the visible surfaces of hanging structures facing neighboring booths must remain in a solid, neutral color, without any branding elements, in order to maintain the visual aesthetics of the shared environment and avoid visual interference between booths.



- **Exception:** Graphic elements may be displayed on all sides of the hanging structure only if it is installed with a minimum setback of 3 meters inward from the booth boundaries shared with neighboring exhibitors.



## 9. BOOTH VISIBILITY AND OPENNESS RULE – 50%

•



- Each booth type must maintain its original configuration according to its contract and location on the floor plan.

**Adding solid walls that modify the original booth configuration is not permitted.**

### ◆ 1. General Principle

The visual openness of the booth is measured only on the built structure facing the aisles.

This includes:

- Solid walls
- Rigid panels
- Fixed structures functioning as walls

Exhibitors may freely place display elements around the booth perimeter, provided they do not modify the original booth configuration or exceed the minimum required openness percentage (50%).

This rule applies to all booths adjacent to aisles, regardless of booth type or location on the floor plan.

### ◆ 2. Elements That Are NOT Considered Enclosures

(These may be placed even if they partially block visibility.)

- ✓ Displayed products
- ✓ Machinery
- ✓ Glass cases and counters (including enclosed or glass showcases)
- ✓ Racks, displays, and furniture
- ✓ Plants and non-structural signage

👉 These elements may partially or fully block visibility without affecting the booth openness rule.

### ◆ 3. Elements That ARE Considered Enclosures

(These reduce the booth's visual openness.)

- ⚠ Solid walls or continuous panels
- ⚠ Additional boards or wall structures
- ⚠ Fixed added structures that alter the original booth configuration

👉 These elements must comply with the minimum 50% openness requirement corresponding to the booth type.

#### ◆ 4. Openness Rules by Booth Type

Each booth type must maintain its original configuration according to its contract and floor plan location. Adding solid walls that alter this configuration is not permitted..

##### 1) Inline Booth (1 Side Facing an Aisle)

- 🔧 Must maintain **at least 50%** structural openness on its only aisle-facing side..

##### 2) Corner Booth (2 Sides Facing Aisles)

- 🔧 Each side facing an aisle must maintain **at least 50% structural openness**.
- ✗ Closing one side or converting it into an inline booth is not permitted.

##### 3) Peninsula Booth (3 Sides Facing Aisles)

- 🔧 All three aisle-facing sides must maintain **at least 50% openness**.
- ✗ Additional side walls are not permitted.

##### 4) Island Booth (4 Sides Facing Aisles)

- 🔧 Openness is measured across the total built perimeter.
- 📐 At least 50% total openness must be maintained across all sides combined
- ✓ Open and closed sections may be distributed freely as long as the total required openness is respected..

Island booths, since they do not originally include perimeter walls, may freely distribute open and closed sections provided they maintain at least 50% openness along the total perimeter facing aisles.

##### 5) Booths with Two Separate Frontages

- 🔧 Each frontage facing an aisle must maintain at least 50% openness..
- ✗ Closing any frontage with solid walls is not permitted..

#### 👉 5. Special Consideration: Showroom-Style Booths

Booths displaying all products toward the perimeter without interior access are permitted provided that::

- ✓ No additional walls are constructed that alter the original booth configuration
- ✓ The minimum 50% openness requirement for the contracted booth type is maintained

## ✦ 6. Operational Summary

- ✓ Openness is measured based on structures, not products.
- ✓ Products, showcases, and machinery are not considered enclosures.
- ✓ Walls do affect openness and must comply with the minimum 50% rule.
- ✓ The contracted booth configuration may not be altered.

### Glossary:

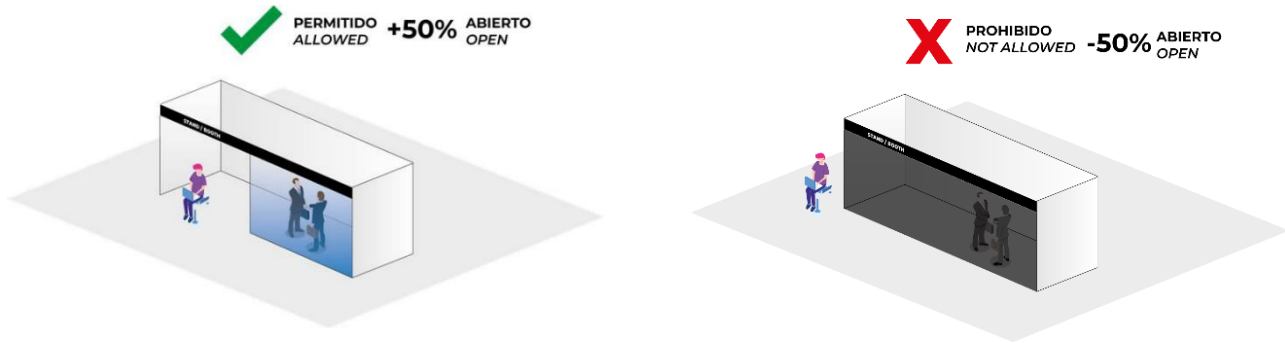
- **“Elements”** = furniture, counters, displays, plants, showcases, signage.
- **“Walls”** = solid structures that alter the original booth configuration.
- Visual openness is measured on the booth sections facing aisles, not on the total internal perimeter.

✓ **Permitted:** A wall facing the aisle with openings totaling 50% or more.



✗ **Not Permitted:** A completely closed wall facing the aisle with no access openings.





## 10. STRUCTURAL CALCULATION (DRO) FOR RIGGING

Rules and Requirements for Hanging Structures / Rigging Systems

Structure Type	Conditions	Requirements
<b>Lightweight Structures</b> <i>(Less than 75 kg and up to 4x4 m or 4 m in diameter)</i>	<ul style="list-style-type: none"> <li>- May be rigged directly using hydraulic platforms through Centro Banamex (CB). The service must be contracted through additional services.</li> <li>- Motors and metal trusses are not required.</li> </ul>	<ul style="list-style-type: none"> <li>- Prior material validation by REMEX Operations Management is required.</li> <li>- If the structure exceeds 1.80 m in height and weighs more than 10 kg, a Liability Letter issued by the contractor/exhibitor must be submitted to the Organizing Committee.</li> </ul>
<b>Exceptions</b> <b>Simple vinyl, canvas, or plastic banners with PVC, wood, or steel frames. A Liability Letter is not required.</b>		
<b>Large Structures</b> <i>(Over 75 kg or exceeding dimensions of 4x4 m or more than 4 m in diameter)</i>	<ul style="list-style-type: none"> <li>- Contracting motors and metal trusses directly through Centro Banamex is mandatory.</li> </ul>	<ul style="list-style-type: none"> <li>- A structural calculation issued and signed by a certified DRO must be submitted to the Organizing Committee.</li> </ul>



## 11. DOUBLE-DECKER BOOTHS

Permitted only for booths of 36 m<sup>2</sup> or larger, provided they comply with all requirements established in this manual..

### Design and Construction Considerations:

#### Staircases:

- Spiral or circular staircases are not permitted; staircases must be straight.
- Minimum width: 1 meter.
- Handrails are mandatory..
- -Each step must have Tread depth: 28 to 30 cm Riser height: 18 to 20 cm
- Staircases must allow proper evacuation of people and may not end facing an internal booth wall.
- Staircases without side walls must include guardrails from beginning to end.
- Protection barriers or guardrails on the second floor must be securely attached to the structure.
- Staircases must include clearly defined steps and a safe incline, avoiding steep or vertical designs.
- Staircases with inclines close to 90 degrees are not permitted, as they represent a safety risk.
- Steps must be non-slip and comfortable for pedestrian traffic. The Committee may request adjustments if the staircase does not meet minimum safety standards.
- The staircase angle is determined by the relationship between tread depth and riser height, depending on the height of the upper deck floor.

#### Protections:

- Continuous barriers must be installed around the entire perimeter of the second level, with a minimum height of 1.10 m.
- Prohibited material: glass, unless it has safety treatment to prevent breakage.

#### Signag:

- Visible signage indicating the maximum occupancy of the second level must be installed.
- Signs must be placed next to the staircase and in a visible area on the upper level.

#### Materials and Structural Validation:

- Materials used must match those approved in the structural calculation validated by the DRO.
- The DRO must attend the venue to verify that the construction complies with the approved plans and that materials are in proper condition.

#### Mandatory Compliance:

- If these requirements are not met, the double-decker structure may not be used during the event.
- The Committee may close or suspend its use at any time if irregularities or safety risks are detected.

#### Restriction on Divided Spaces:

If the contracted space is separated by an aisle, it is not permitted to build a second level connecting both areas overhead.

## 12. CONSTRUCTION OF BRIDGES BETWEEN BOOTHS OVER AISLES

For safety reasons and in accordance with RX guidelines, the construction of any type of bridge crossing event aisles is strictly prohibited.

This restriction applies to:

- ❖ Communication bridges between booths, regardless of whether they are lightweight facades or heavy-load structures.
- ❖ Bridges forming part of a second level intended for pedestrian crossing, material transport, displays, or storage areas.

### Key Rules:

- ❖ Booth designs must remain within the contracted space and comply with the permitted height restrictions within that area.
- ❖ It is not permitted to invade aisles with advertising, protruding structures, or suspended elements (screens, shelves, etc.), whether at floor level or overhead.
- ❖ This measure is intended to prevent risks and accidents, ensuring the safety of all participants.

## 13. BOOTH CONSTRUCTION HEIGHT REGULATIONS



BOOTH AREA	MAXIMUM HEIGHT	DETAILS	COMMENTS
Less than 35.99 m <sup>2</sup>	3.5 meters	Rigging / hanging structures are not permitted.	Restrictions are based on floor load capacity, the stability of smaller structures, and the overall visual uniformity of the event.
36 m <sup>2</sup> and larger	5 meters	Hanging elements are permitted, provided all setup and safety requirements are met.	

Important:

**The physical construction of the booth (structure, walls, towers, etc.) may not exceed the maximum permitted height under any circumstances, regardless of the contracted square meters.**

**Hanging Element:** Permitted only for booths of 36 m<sup>2</sup> or larger. One hanging element is allowed and may be installed up to a maximum height of 7 meters at its highest point measured from the floor.

## 14. AESTHETIC FINISH FOR EXPOSED WALLS

All visible and exposed booth walls (including rear walls, side walls, or any surface adjacent to another exhibitor or visible to the public) must have a uniform aesthetic finish in either white or black, WITHOUT EXCEPTION. Logos or images are not permitted on these surfaces.

The finish may be made using fabric, plywood, panels, or other materials, provided they comply with the following conditions:

- ❖ They must not be transparent.
- ❖ They must be properly stretched or firmly installed.
- ❖ They must be clean and in good condition.
- ❖ They must completely and evenly cover the surface.
- ❖ Scraps, improvised materials, or installations that negatively affect the overall aesthetics of the event are not permitted.

This measure is intended to preserve the professional image of the event and respect the visual experience of neighboring exhibitors.



On Tuesday, August 18 at 4:00 p.m., RX (the Organizing Committee) will stop the setup of any company that has not complied with this rule.

A penalty fee of \$600.00 MXN per each 9 m<sup>2</sup> contracted will be applied for every hour that passes without the issue being corrected.

Setup activities may not resume until all exposed walls are properly covered and the corresponding penalty fee has been paid to the Organizing Committee.



**INCORRECT**





**CORRECT**



## 15. SOUND EQUIPMENT AND / OR SPEAKERS

If your booth design includes speakers or any type of sound equipment, they must be directed toward the interior of the booth, never toward aisles or neighboring booths, in order to avoid disturbances and maintain an appropriate experience for all participants.

Sound levels may not exceed 85 decibels (dB) at any time.

To review the complete rules regarding permitted sound levels and applicable penalties for non-compliance, please refer to page 63 of this manual.



**⚠ Important:** The Organizing Committee reserves the right to intervene, limit, or suspend the use of sound equipment that exceeds permitted levels or negatively affects the experience of other exhibitors and visitors.

## 16. CONDITIONS FOR BOOTH INSTALLATION

The booth must arrive at the venue with its components previously prepared and ready for assembly.

It is not permitted to carry out construction work from scratch inside the venue, including wood cutting, painting, carpentry work, or any activity generating debris, excessive noise, or risks to personnel.

This measure is intended to:

- **Protect the venue infrastructure, avoiding damage to floors, walls, and furniture.**
- **Reduce accident risks related to the use of tools, solvents, or machinery.**
- **Speed up the installation process, allowing for a safer and more organized setup.**



Failure to comply with this regulation may result in sanctions or setup restrictions.

## ADDITIONAL CONSIDERATIONS FOR BOOTH DESIGN AND CONSTRUCTION

### Space Usage and Design

- ❖ No element may be placed outside the contracted area, regardless of its size or whether it is suspended or floor-mounted. Exhibitors may only use the contracted square meters.
- ❖ If the contracted area is divided by an aisle (common expo area), the aisle may not be used for hanging elements, carpeting, arches, double-decker structures, platforms, etc.
- ❖ No sign, decoration, or structure may extend into aisles or invade neighboring booths, regardless of dimensions.
- ❖ Exhibitors are encouraged to select a booth design that can be completed within the assigned setup schedule.
- ❖ It is recommended to include accessibility ramps in the booth design.
- ❖ Metalworking activities are not permitted inside exhibition halls.



### Visibility

- ❖ Hanging elements that obstruct the visibility of neighboring booths or block aisles are not permitted (for example: shelves, screens, display products, etc.).

### Safety and Regulations

- No aisle, passageway, lobby, or emergency exit leading to fire protection equipment may be obstructed.
- If your booth area includes a fire hydrant, it may not be blocked by equipment or walls. It must remain accessible through a clearly identified and removable raised floor section.
- Removing fire extinguishers from their fixed locations for use elsewhere as backup equipment is prohibited without prior authorization from RX Mexico. If your contracted space includes a fire extinguisher, it must be considered in your booth design.



### Materials and Storage

- All glass materials used in booth construction must be tempered glass with protective safety film. The use of acrylic, polycarbonate, or similar plastic materials is recommended.
- The Organizing Committee cannot store exhibitors' belongings (personal items, display products, or construction materials). Exhibitors are encouraged to include a storage room within the booth design for these items.

### Advertising on Visible Walls

- ❖ Walls visible from common areas (such as aisles) may display exhibitor advertising.
- ❖ Advertising is not permitted on side or rear walls adjacent to neighboring exhibitors.

## Responsibility

- ❖ The Organizing Committee shall not be held responsible for any impact affecting exhibitors or contractors resulting from non-compliance with these rules.
  - ❖ Likewise, the Organizing Committee may stop or suspend the setup or construction of any booth that does not comply with the rules established in this manual.
- 

## ELECTRICAL POWER

All booth spaces include basic electrical service: one double **outlet of 120 V / 1000 W**, assigned according to booth size.

If you require **additional or special electrical service** (such as two-phase or three-phase power), it **must be requested and contracted directly with CB (Centro Banamex)**.

Internal electrical installations within the booth must be carried out using heavy-duty cable with an **appropriate gauge** according to the electrical load being used. All wiring must be properly enclosed, protected, and insulated.

### **DUPLEX CABLE IS NOT ACCEPTED UNDER ANY CIRCUMSTANCES.**



**It is prohibited to manipulate or relocate** the electrical supply installations provided by the venue. Exhibitors may only connect to the direct power outlets assigned within their booth area.

In many cases, basic outlets are insufficient to power all booth equipment, lighting, and elements. When exhibitors or contractors fail to contract two-phase or three-phase electrical service and exceed the power capacity, breakers may trip, causing power outages that affect booth operations.



For this reason, it is the exhibitor's responsibility to carefully evaluate electrical needs and contract the appropriate power supply to avoid overloads. The Organizing Committee shall not be responsible for power outages caused by excessive electrical load.

The Organizing Committee and the venue reserve the right to disconnect electrical service from any exhibitor whose installations do not comply with the indicated regulations or represent a risk. They shall also not be responsible for any resulting damage to booth equipment or structures.

---

### Additional Electrical Considerations

- ✓ Electrical boxes must remain inside the booth, ensuring that cables are properly organized along their route.
- ✓ Exposed outlets must be securely attached to the booth structure.
- ✓ Only heavy-duty cables may be used for electrical connections. Multiple splices using cables of different gauges or poorly insulated wiring are prohibited in order to prevent overheating and short circuits.

If you wish to contract additional electrical service, [download the form by clicking here.](#)

---

## STEPS AND RECOMMENDATIONS FOR CHOOSING YOUR BOOTH CONTRACTOR



Before hiring your booth contractor, we recommend following these steps to ensure you select a reliable company that meets your needs:

### 1. Research and verify the company

- Verify that the booth contractor has references from previous projects or is backed by an industry association.
- Request their articles of incorporation to confirm that the company is formally and legally established.

### 2. Confirm compliance with event requirements

- Make sure the company has the mandatory documentation, such as:
  - **General liability insurance policy**
  - **Professional renders and floor plans with measurements Technical specifications for booth materials and weights**
  - **DRO (Director Responsible for Construction), if applicable**

### 3. Evaluate the design proposal

- Review whether the proposed design aligns with your needs, budget, and setup schedule.
- Keep in mind that price does not always reflect quality or guarantee on-time delivery

### 4. Verify operational capacity

- Ask how many people the company will assign for setup to ensure the booth is completed on time and properly installed.

### 5. Establish key deadlines

- Define a deadline with your contractor to finalize the booth design.
- It is recommended to have the final design ready by June 2026 so the contractor can upload all required documents to the operational portal **before July 23, 2026**.



## 6. Maintain clear communication

- Make sure the company maintains transparent and continuous communication throughout the process.
- We recommend asking the contractor to share progress photos during booth construction and onsite setup days. This allows exhibitors to verify that the booth is being built according to the approved design and within the established timelines, avoiding last-minute surprises. In some cases, exhibitors rely entirely on the contractor and do not request progress updates, which may result in delays or incomplete deliveries.

## 7. Recommended payment conditions

- Although the Organizing Committee does not intervene in commercial agreements between exhibitors and contractors, we recommend not making full payment before onsite delivery.
- It is preferable to establish a staged payment schedule, leaving part of the payment pending until the booth has been fully delivered and is operational at the event.

---

## LEGAL RESPONSIBILITY AND USE OF LABOR

Exhibitors and their contractors are solely responsible for any irregularity or violation related to the hiring of temporary labor.

This includes compliance with applicable labor laws and payment of any penalties imposed by representatives of the Ministry of Labor.

**⊘ The use of labor under 18 years of age by exhibitors, contractors, or suppliers is strictly prohibited**

---

### LOGISTICAL COORDINATION WITH THE BOOTH CONTRACTOR

Once the exhibitor has selected a booth contractor, it is the shared responsibility of both parties to coordinate arrival logistics at the venue.

- It is essential to allow extra time for unexpected situations such as traffic, accidents, mechanical failures, demonstrations, roadblocks, etc.
- Many contractors arrive with very limited time margins, increasing the risk of not completing booth installation properly.



- Therefore, we strongly recommend planning with sufficient buffer time and maintaining constant communication with the contractor before and during setup.

✦ **The Organizing Committee is not responsible for delays or issues resulting from poor logistical planning between the exhibitor and contractor.**

## REQUIREMENTS TO OBTAIN BOOTH DESIGN APPROVAL AND SETUP ACCESS



DEADLINE

To ensure the safety and proper operation of the event, all exhibitors must upload the required documents through the Operational Portal before **July 23, 2026**, without exception.

These documents will be reviewed by the organizing team in order to grant the necessary approval authorizing access to the venue and booth construction.

This requirement applies to all exhibitors, regardless of booth size, design complexity, or type of display. Whether it is a fully constructed booth or a simple setup with furniture, roll-ups, or display cases, all exhibitors must comply with the established requirements. Even exhibitors performing their own setup must complete the same validation process.

Safety is a fundamental principle of the event and is not subject to exceptions. Failure to comply with any requirement may result in setup restrictions, denial of venue access, or even prohibition from participating in the event..

Your setup access begins with the prior validation, through the Operational Portal, of the following requirements:

### 1. General Liability Insurance Policy

- **Minimum coverage amount: \$1,000,000.00 MXN**
- Coverage period: Setup, event, and dismantling days
- Format: PDF
- Usually provided by the booth contractor. If unavailable, the exhibitor must obtain it through their preferred insurance company.

### 2. Booth Renderings

- General views with measurements (front, side, and floor plan), properly dimensioned and indicating width, height, and depth.
- 3D visualizations.

- Technical specification sheet for materials. View an example of the required technical sheet [here](#).
- Accepted formats: JPG, PNG.
- A photograph is not considered a render.
- If the project includes hanging elements, a construction drawing with dimensions and weight must be attached.

### 3. Structural Calculation Signed by a DRO (Only if Applicable)

- Applicable for:
  - Double-decker booths
  - Platforms/stages 1 meter high
  - Structures supporting LED screens  $\geq 6 \text{ m}^2$
  - Hanging structures (refer to page 24 of this manual for DRO requirements)

**The structural calculation document must include:**

- A. Signed renders
- B. Live and dead load analysis
- C. Maximum occupancy capacity
- D. Technical letter including event name, dates, client, and booth number
- E. Valid professional registration of the DRO
- F. DRO signature and seal
- G. The DRO must be registered in Mexico City and belong to the same state where the event takes place

**The original structural calculation document must be presented upon entry for setup. THIS IS MANDATORY.**

View our tutorial regarding document [uploads HERE](#).

---

## USE OF THE OPERATIONAL PORTAL

### What is the Operational Portal?

It is an exclusive digital platform for uploading and validating documents related to booth design and setup.

**Documents sent by email will not be accepted**

## STEP-BY-STEP PROCESS

### STEP 1:

The exhibitor receives access credentials for the exhibitor operational portal via email.



If not received, exhibitors may request support at:

 [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

#### **STEP 2:**

The exhibitor registers their booth contractor in the operational portal.

This requires entering basic company information, including:

- Trade name
- Legal company name
- Contact phone number
- Email address of the main contact

This email address will be used by the system to automatically send access credentials to the contractor operational portal, where the contractor can upload the required documentation.

#### **STEP 3:**

The system automatically sends login credentials to the booth contractor using the email registered by the exhibitor.


#### **STEP 4:**

The booth contractor accesses the portal and uploads all required documents for review by the Organizing Committee. (See full requirements on pages 42 and 43 of this manual.)

#### **⚠ Operational Portal Considerations:**

- If the booth contractor has not been registered by the exhibitor, they will not be able to access the portal or upload documents.
- Although the same portal is used by exhibitors and contractors, each profile has different functions. Each party must log in using their own username and password.
- Exhibitor and contractor credentials are different.

 **Access the exhibitor operational portal: [CLICK HERE.](#)**

 If you have not received your login credentials, please contact:

 [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)



---

 **VALIDATION AND PRE-APPROVAL OF BOOTH DOCUMENTS**

Once all documents have been uploaded to the operational portal, the review and approval process will proceed as follows:

### 1. Review by the Organizing Committee

- The operations team reviews each uploaded document.
- If there are observations, comments will be added directly in the operational portal.

### 2. Automatic Notification

The system will automatically send an email indicating whether the project is:

- **Approved**
- **Not approved**
- **Partially approved**

### 3. In Case of NON-APPROVAL

The contractor must:

- Log into the operational portal.
- Review the operations team comments.
- Make the necessary corrections.
- Re-upload all corrected documents.

🚩 **Important:** Without system approval, the project may not be built.

### 4. Status Follow-Up

- Both the booth contractor and exhibitor are encouraged to regularly review the operational portal.
- It is essential to verify whether the booth status is approved or pending approval.



---

## DOCUMENT UPLOADS IN THE OPERATIONAL PORTAL — CONDITIONS AND DEADLINES

- 📅 Deadline to register the booth contractor:  
**July 10, 2026 – Responsible party: Exhibitor**
- 📅 Deadline to upload documents:  
**July 23, 2026 – Responsible party: Contractor**

**Note: After this date, no documents will be reviewed.**

- Without pre-approval of the required documents in the operational portal, no company will be allowed to enter setup or begin booth construction.
- The Organizing Committee is not responsible if an exhibitor fails to obtain pre-approval due to missed deadlines.

### **Response Times from the Organizing Committee**

- ❖ Single-level booth designs: 24 to 72 business hours.
- ❖ Double-decker booth designs: up to 15 business days (these projects must also be validated by Centro Banamex)

These response times apply only to exhibitors and contractors who submitted documents within the established deadline. Late submissions will be reviewed subject to team availability.


### **ONSITE INSPECTION AND SAFETY CRITERIA**

Even if the booth design has been previously approved through the operational portal, both exhibitors and contractors must understand that the final inspection takes place onsite.



During setup, the Organizing Committee and venue management will conduct a physical inspection of the booth. If the actual construction differs from the approved design, presents safety risks, or does not comply with established conditions, approval may be temporarily revoked until all necessary adjustments are completed.

- In such cases, the Committee may require:
- Structural modifications
  - Additional reinforcements
  - Additional support points
  - Installation of hanging elements using certified trusses
  - Any other adjustments necessary to guarantee attendee safety

 **Important:** The safety of exhibitors, visitors, and operational staff is the top priority. Therefore, setup activities may not continue and the booth may not open to the public until all requested corrections have been completed.

The exhibitor and contractor are responsible for making all required adjustments.

Please note that approval through the operational portal does not exempt exhibitors from complying with onsite safety requirements. What is presented in plans or renders may differ from the actual construction, and any discrepancy representing a safety risk may result in temporary or permanent booth closure.

## **EXCEPTIONS**

Exhibitors who contracted:

- Booth design through RX Solutions
- Shell scheme installation with the Organizing Committee

DO NOT need to upload documents, as RX coordinates the process directly with the operations team.

## **STRUCTURAL CALCULATION SUBMISSION AND VALIDATION PROCESS SIGNED BY A REGISTERED RESPONSIBLE ENGINEER (D.R.O.)**

All exhibitors required to submit a structural calculation signed by a Registered Responsible Engineer (D.R.O.) must take the following into consideration:

### **1. Upload to the Operations Platform (Pre-Approval)**

- The document must be uploaded to the operations platform before the established deadline.
- Once uploaded, it will first be reviewed by the Organizing Committee and subsequently by Centro Banamex (CB) for approval.
- This process may take up to 15 business days; therefore, it is mandatory to upload the document well in advance.
- If the document is submitted after the deadline, the Organizing Committee will not be responsible for any delays in validation by CB.

 **Important: Important:** Uploading the document to the platform does not guarantee its approval.

**Example:** If the document is uploaded 15 days before the event and CB rejects it, booth installation will not be allowed to begin.

### **2. Submission of the Original Document On-Site – Structural Calculation Signed by the D.R.O.**

- -On the first day of move-in, upon arrival at the venue, the exhibitor or installation company must present the original signed document for final validation.
- Without exception, this document must be physically submitted before booth construction begins.
- If the original document is not provided, booth installation will not be permitted under any circumstances.

 **Important: On-site validation is independent of the pre-approval process completed through the operations platform.**



### ✔ **Additional Recommendation**

To ensure the safety of everyone involved, it is recommended that the D.R.O. be present at the venue to verify that the booth construction is being carried out in accordance with the approved structural calculation.

Although this is not mandatory, it is highly recommended to help ensure the safety and well-being of all participants.



---

## **BOOTH DESIGN AND CONSTRUCTION WITH RX SOLUTIONS**

Would you like to simplify your booth installation process and avoid the paperwork?

RX Solutions, the specialized in-house division of RX, offers booth design and construction services, including both catalog-based solutions and fully customized stand designs tailored to your needs.

### ✔ **Advantages of Working with RX Solutions:**


✔ **No paperwork or document submission required**


✔ **Guaranteed Compliance:**

**All technical and operational requirements are managed directly by RX Solutions, ensuring that your project is fully compliant, approved, and ready for installation.**

#### **Contact for quote**

**Yessica Fernandez**


 Cell phone: +52 55 4515 3847

 Office: + 52 55 8852 6147

 Email: [yessica.mayen@rxglobal.com](mailto:yessica.mayen@rxglobal.com)

**Follow-up contact once a design has been commissioned with Rx Solutions**

**Marcela Zentecatl**

 Oficina: +52 55 8852 6017

 Email: [marcela.zentecat12@rxglobal.com](mailto:marcela.zentecat12@rxglobal.com)



---

### **PARTICIPATION WITH A BOOTH CONTRACTED THROUGH RX SOLUTIONS – ORGANIZING COMMITTEE**

If the exhibitor contracts the design and construction of their booth directly with RX Solutions, there is no need to upload documents to the Operations Portal. RX will coordinate all required documentation directly with the Organizing Committee's Operations Team.

## ◆ Exhibitor Responsibilities

Although RX Solutions manages the entire operational process, the exhibitor remains responsible for the following:

1. Signing the service agreement with RX Solutions.
2. Providing all requested graphic and visual materials for the booth design and production within the established deadlines.

📌 Compliance with these requirements is essential for RX Solutions to deliver the booth on time and as agreed. Delays in providing materials by the exhibitor may directly impact the production and installation schedule of the project.

📌 In addition, contracting the service close to the event date may limit the inclusion of certain booth elements, such as graphics or logos, due to production lead times. It is the exhibitor's responsibility to confirm with RX Solutions and their sales representative which elements can still be delivered based on the contract date. Neither RX Solutions nor the Organizing Committee will be responsible for any impacts resulting from such delays.



**Deadline to contract a booth with RX Solutions: June 30, 2026**

**Deadline to submit artwork (for exhibitors who have already contracted RX Solutions): July 3, 2026**

---

## ☰ RX PROJECT HANDOVER AND SUPPLEMENTARY ITEMS

**The booth handover date must be coordinated directly between the exhibitor and RX Solutions:**

Once the booth has been delivered, all supplementary items, including but not limited to:

- Remote controls
- Furniture or display case keys
- Other technical accessories

will become the exhibitor's responsibility from the moment of handover until the close of the event.

At the conclusion of the event, the exhibitor must return these items to RX Solutions.

◆ Any loss, damage, or failure to return these materials will be the sole responsibility of the exhibitor.

## ADDITIONAL SERVICES – EXCLUSIVE VENUE SERVICES

The following services must be contracted directly with Centro Banamex without exception, as they are exclusive venue services. Contracting these services through external suppliers is strictly prohibited. If Centro Banamex detects that any of these services have been contracted through a third party, the exhibitor and/or booth contractor may be subject to penalties.



We strongly recommend placing orders at least **20 days prior to the event** to take advantage of preferential rates.



### ELECTRICITY, FOOD & BEVERAGE SERVICES, INTERNET, RIGGING, CLEANING, AND DRAINAGE

👉 View pricing and download the service order forms here: [Click Here](#)

For questions regarding forms, pricing, invoicing, or payments, please contact Centro Banamex directly:

**Centro Banamex Contact Information:** 📧 Email: [adicionales-CCB@ocesa.mx](mailto:adicionales-CCB@ocesa.mx)

☎ Phone Numbers: (+52) 55 5268 2054 - (+52) 55 5268 2051 - (+52) 55 5268 5869 - (+52) 55 5268 5827 - (+52) 55 5268 5884

#### 🚫 External Food and Beverage Services

- Exhibitors and external catering companies are not permitted to bring food or beverages into the venue.
- If the venue or Organizing Committee identifies outside food or beverages, penalties will be applied according to Centro Banamex regulations and pricing.
- Food and beverage sampling within exhibition halls and convention rooms is permitted only under the following guidelines:
- 

**Beverages: Individual servings or cups of up to 3 ounces.**


**Food: Samples no larger than 3 cm x 3 cm.**



Food and beverage sampling at booths is permitted only for exhibitors whose business activity is directly related to food and beverage products and must comply with the size restrictions outlined above.

### **Advance Ordering**

All additional services must be ordered in advance to guarantee availability and preferential pricing. Ordering services during move-in carries significant risks, as the venue may not be able to provide the requested service on time, which could directly impact exhibitor operations or booth installation activities.

 The Organizing Committee and the venue are not responsible for issues arising from late service requests or delays in the delivery of services ordered after the established deadlines.

### **Pricing and Direct Coordination with the Venue**

- The Organizing Committee has no authority over the venue's pricing, service conditions, or delivery timelines.
- Exhibitors are encouraged to coordinate directly with the venue regarding service terms, conditions, and delivery details.
- Please note that the installation, placement, and quality of venue services are the sole responsibility of the venue.
- 

### **Rigging Service Requirement**

In order for an exhibitor or booth contractor to purchase rigging services from Centro Banamex, the booth rendering or project design must first be approved through the Operations Portal by the Organizing Committee. Without this approval, rigging services cannot be ordered, as the design must first be verified for compliance with all technical and safety requirements.

### **Internet Service (Wi-Fi)**

Internet service within the venue is exclusively provided and managed by the venue's official internet provider. For security, compatibility, and network management reasons, exhibitors, contractors, and third-party suppliers are not permitted to install routers, repeaters, modems, or any independent internet connections.

All internet services must be ordered directly through the venue's authorized provider.

The Organizing Committee assumes no responsibility for failures or compatibility issues resulting from unauthorized internet connections.

## **SHIPPING AND RECEIVING EXHIBIT MATERIALS**

### **Exhibitor Responsibility**

Each exhibitor is solely responsible for coordinating the shipment, receipt, and handling of all products and materials displayed during the event.

Neither the Organizing Committee nor the venue will receive, store, or manage exhibitor shipments, whether domestic or international.

RX is not authorized to provide customs brokerage services or storage facilities. Therefore, exhibitors must have a designated representative at their booth to receive any merchandise, equipment, or exhibition materials.

#### Packaging and Waste Disposal

Exhibitors or their contractors are responsible for disposing of all packaging materials used to ship products or samples.

If abandoned packaging materials are identified by the Organizing Committee, applicable penalties may be imposed.

#### Recommendations for Domestic and International Shipments

If you are shipping materials internationally or within Mexico, we strongly recommend using the official customs and freight provider listed in this manual.

This provider is experienced in event logistics, familiar with venue procedures, and can help avoid issues such as:

- Delivery delays due to incomplete documentation.
- Additional handling, storage, or customs clearance fees.
- Loss or damage caused by insufficient shipment tracking.

#### To ensure successful delivery:

- Coordinate timelines and venue requirements with your logistics provider.
- Confirm that your provider can deliver directly to the event site.
- Ensure all required documentation is complete before shipping.

---

## EXHIBITION OF WEAPONS

The possession or use of any type of weapon, including pyrotechnic devices, is strictly prohibited within the event premises.

The exhibition of firearms or weapons of any kind is not permitted, including replica firearms, imitation weapons, ammunition, military equipment (also referred to as war materials), or targets depicting or shaped like human beings.

If exhibitors display products requiring special handling, including but not limited to knives, household items, or sporting goods with blades or sharp edges, appropriate safety measures must be implemented. These include locked display cases or other secure restraint systems to prevent unauthorized access.

Outside exhibition hours, exhibitors are responsible for securing such items or arranging independent security services for their booth space.



#### PROHIBITED PRODUCTS

- The following products may not be displayed:

- Products containing flammable materials (such as butane gas canisters).
- High-pressure gases (including gas cylinders, nitrogen, or oxygen tanks).
- Demonstrations involving flammable solvents.

## EXHIBITOR BADGE REGISTRATION

IBTM	
M2	GAFETES
6m2	2
9 m <sup>2</sup>	4
18 m <sup>2</sup>	6
27 m <sup>2</sup>	8
36 m <sup>2</sup>	10
54 m <sup>2</sup>	14
72 m <sup>2</sup> 81 m <sup>2</sup> 90 m <sup>2</sup>	18

Exhibitor badges are allocated according to the contracted booth space and based on the applicable badge allocation table (please refer to your contract).

**Note:** If you require additional badges, please contact your sales representative. Need help registering your badges? [Please review our video tutorial.](#)

### 1. Badge Registration

The primary contact for the exhibiting company will receive an email containing instructions and a registration link to register all members of their team.

**Badge registration deadline: August 10, 2026**

**Important:** Badge registration is NOT completed through the Exhibitor Hub (Exhibitor Profile and Portal).

Until the deadline, the primary contact may:

- Edit badge information.
- Delete badges.
- Add badges (provided allocations remain available).



The registration platform will close at the end of August 10, 2026. After this date, no modifications will be possible.

### 2. Badge Distribution

On **August 12, 2026**, each registered individual will receive their exhibitor badge by email at the address provided during registration.

Each exhibitor must print their badge before arriving at the event.

Badge holders and lanyards may be collected on-site at the **Marble Registration Area – Concourse D.**

**Important:** The primary contact must ensure that each badge is registered using a unique and valid email address to guarantee proper delivery.

Each badge must contain:

- First Name
- Last Name
- Phone Number
- Email Address
- Job Title

All information must be unique. Duplicate or false phone numbers and email addresses are not permitted. Badges must be printed in color before arriving at the venue.

### **Badge Security**

Each badge is personal and non-transferable.

Do not print the same badge more than once.

For security purposes, when a badge is reprinted, the previous version is automatically deactivated and will no longer provide access to the exhibition floor.

### **What if badges are not registered before August 10, 2026?**

Only the primary contact will be able to request and register badges on-site.

A valid government-issued photo ID will be required for identity verification.

After the deadline, badge registration cannot be completed through the online platform or via email.

Please note that on-site registration may require additional processing time. We strongly recommend registering and printing all badges before arriving at the venue.

### **Access and Restrictions**

- Exhibitor badges provide access during move-in, event days, and move-out.
- Any duplicated badge detected during the event will be confiscated and immediately canceled.
- Once a badge has been scanned for entry, it may not be transferred to another person. Any attempt to reuse or transfer a previously scanned badge will result in denied access.

If you are a supplier working on behalf of an exhibitor and need access to perform audio, video, display, or other service-related adjustments during the event, you must obtain an exhibitor badge.

The exhibitor is responsible for arranging and registering these badges in advance.

### **ON-SITE ASSISTANCE**

During move-in, event days, and move-out, a service desk will be available to assist exhibitors with badge-related questions and registration support.

**Location:** Marble Registration Area – Concourse D

**Service Hours:**

- **August 18:** 10:00 a 20:00 hrs
- **August 19:** 08:00 a 19:00 hrs
- **August 20:** 09:00 a 18:00 hrs

We are here to help make your event experience as smooth as possible. Feel free to visit us whenever assistance is needed.!

---

## VISA LETTER REQUEST

The invitation letter is a document that confirms the participation of the contracting company as an exhibitor at the event. It may be used as supporting documentation during immigration or visa application processes with the relevant authorities.

**Important**

- This letter does not guarantee visa approval and does not replace any official requirements requested by embassies, consulates, or other government institutions.
- RX is not responsible for the outcome of any visa application or for the immigration requirements established by each country. Compliance with such requirements remains solely the responsibility of the applicant.
- 



**How to Request an Invitation Letter**

- When the primary exhibitor contact registers a staff member for an exhibitor badge, the system automatically sends an email to the registered individual.
- This email includes:
  - 
  - Access to the digital exhibitor badge.
  - An option to request an invitation letter (if needed).

Each registered individual must submit their own request:

1. Access the link received by email.
2. Complete the information requested by the system.
3. Download the personalized invitation letter.

**Note:** The primary contact cannot request invitation letters on behalf of other staff members. The process is individual and must be completed using the registered person's email address.

---

## MOVE-IN AND MOVE-OUT BADGE REGISTRATION

During move-in and move-out periods, only individuals wearing a valid move-in/move-out badge will be allowed access to the exhibition halls.

Without this badge, access will not be granted under any circumstances.

This requirement applies to all personnel, including contractors, exhibitors, and suppliers, regardless of how long they intend to remain in the hall.

Note: Exhibitor badges provide access during move-in, event days, and move-out.

### How Does Registration Work?


Once the exhibiting company registers its booth contractor in the Operations Portal, the designated representative of the contractor will receive login credentials to access the portal and register move-in/move-out badges.

If your company has already been registered as a booth contractor but you have not received access credentials, please contact:

 [servicio.ibtmamericas@rxglobal.com](mailto:servicio.ibtmamericas@rxglobal.com)

to request assistance and receive the corresponding information.

In addition, a video tutorial has been prepared to explain the registration process step by step.

 Please refer to the specific section of the tutorial covering move-in and move-out badge registration.

---

## RESPONSIBILITY FOR MOVE-IN AND MOVE-OUT BADGE REGISTRATION

Badge registration is the responsibility of the booth contractor.

The designated representative must:

- Register every individual who will be present on the exhibition floor during move-in and move-out.
- Print the badges and distribute them to team members before arriving at the venue.
- 

### Important Recommendations

- Register your team at least 5 days before move-in begins.
- There is no limit on the number of move-in/move-out badges.
- Badges must be printed at home or in the office.
- We strongly recommend that supervisors print and distribute badges to workers before arriving on-site to avoid delays.
- These badges do not provide access during event days.
- Badges must be worn at all times while inside the exhibition halls.
- Do not lose your badge.
- Each individual must carry a valid government-issued photo ID (INE, driver's license, or passport).
- A photograph will be taken the first time each individual enters the venue during move-in.



## EXHIBITORS – ACCESS DURING MOVE-IN AND MOVE-OUT

If you are an exhibitor, you may enter the venue using your exhibitor badge, which provides access during move-in, event days, and move-out.

However, if you are part of the exhibiting company and will only attend during move-in for specific activities such as product placement, installation, or audio/video setup, you should register for a move-in/move-out badge.

## SUMMARY OF AVAILABLE BADGE TYPES

BADGE TYPE	HOW IT IS OBTAINED	ACCESS THAT ALLOWS	IMPORTANT NOTES
Exhibitor	The main contact of the exhibiting company registers the badges of all staff in the EXHIBITOR HUB.	Assembly, event dismantling	Personal and non-transferable. There is a limit to the number of badges depending on the footage purchased.
Assembly and disassembly	Registration on the operational portal by the person in charge of the assembly company	Event and dismantling	There is no limit to the number of badges.
Visitor	Free online registration before August 3rd, on the event website.	During the event, at the time of the event.	Each visitor must register individually.

Some exhibitors may wish to invite suppliers, clients, or colleagues who are not part of their company staff to attend the event. In these cases, invited individuals must register as visitors, as exhibitor badges are reserved exclusively for employees of the exhibiting company who will be working at the booth during the event.

👉 [Access the complimentary visitor registration by clicking here.](#)

**Important:** Exhibitor badges must not be used to grant access to individuals who are not part of the exhibitor's team. To ensure proper access control and event security, each badge type is designated for a specific purpose.

## Contractors and Service Providers Supporting During Event Days.

Some exhibitors may receive support from booth contractors or other service providers during the event for activities such as cleaning, product arrangement, restocking, or other operational tasks.

In these cases, exhibitors are encouraged to arrange exhibitor badges for contractor personnel who will be providing support during the event. This will allow them access to the venue during exhibitor-only hours, which begin before the event opens to the general public.


**Important:** Exhibitor badges must be requested by the primary exhibitor contact through the Exhibitor Hub as part of the staff registration process for personnel who will be present during the event.

---

## EXHIBITOR TRAINING WEBINAR

For more details regarding venue access procedures and overall event logistics, we invite you to attend the **IBTM Americas 2026 Exhibitor Training Webinar**:

 **Tuesday, June 23, 2026**

 *It is important that all members of your team involved in event planning and participation attend this session.*


 [Register by clicking the following link: \*\*Microsoft Virtual Events Powered by Teams\*\*](#)



## ASSEMBLY AND DISASSEMBLY WEBINAR

For more details regarding move-in and move-out procedures, venue access, and general event logistics, we invite you to attend the **Move-In & Move-Out Webinar**.

 **Wednesday, July 15, 2026**

 *It is important that all personnel responsible for your company's move-in and move-out operations attend this session*

 Register by clicking the following link: **Microsoft Virtual Events Powered by Teams**



## VEHICLE AND/OR HEAVY MACHINERY DISPLAY



DEADLINE

If you wish to display vehicles or heavy machinery as part of your exhibit, you must submit the technical specifications sheet, including dimensions and weight, to the Organizing Committee for review and approval no later than **July 17, 2026**.

Once approved, a specific move-in schedule will be assigned.

**⚠ Failure to comply with the approved specifications or assigned move-in schedule will result in denial of access for the vehicle or machinery.**

### Mandatory Requirements for Entry

- Vehicles or machinery must enter the venue with the tires wrapped in protective plastic film and with the fuel tank at the minimum level.
- If forklift assistance is required, it must be contracted through the event's official provider or supplied by the exhibitor or booth contractor, subject to prior approval from the Organizing Committee.

### Additional Specifications

1. The technical specifications sheet must include all characteristics of the equipment and materials being brought into the venue.
2. Machinery may not be placed directly on unprotected surfaces that could damage the facility.
3. Move-in operations and exhibition activities must not interfere with or affect third parties.
4. Floor load capacity varies depending on the booth location; therefore, approval is required to confirm whether the equipment can be accommodated.
5. Equipment of significant height must be evaluated and approved on a case-by-case basis by the Organizing Committee.
6. All display vehicles must be in good operating condition, enter with the minimum amount of fuel, and have tires wrapped in protective plastic film, without exception.
7. Vehicles and machinery must not leak hydraulic fluids.
8. Vehicles and machinery must not emit smoke or gas, nor may fuel be extracted while inside the venue.

### In the Event of Damage to the Venue

If any damage is caused to the facility, the exhibitor will be responsible for covering all associated repair costs.

Failure to settle these costs may result in the vehicle being prohibited from leaving the venue.

If a vehicle is removed without authorization after causing damage, the Organizing Committee reserves the right to impose penalties and/or deny participation in future editions of the event.

### Additional Information Required

If the exhibit includes a display vehicle, the following information must be provided to the Organizing Committee:

- Vehicle license plate number
- Name of the person responsible for move-in operations
- Mobile phone number of the person responsible for move-in operations

## ASSEMBLY

### SUPPORT DURING MOVE-IN, EVENT DAYS, AND MOVE-OUT


- During the key phases of the event, the Customer Experience team will be available at the **CAEX (Exhibitor Service Center)** during the following hours:

**Move-In:** 8:00 AM – 10:00 PM

**Event Days:** 8:00 AM – 7:00 PM

**Move-Out:** 8:00 AM – 8:00 PM

During these hours, you may visit the CAEX directly to receive personalized assistance.

 **CAEX Location:** The location of the CAEX will be shared in the Exhibitor WhatsApp group a few days before the event..

#### **Direct Contact:**

Outside of these hours, you may contact your Customer Experience representative by mobile phone for any urgent matters.

---

## REQUIREMENTS TO ACCESS THE ASSEMBLY AREA

To enter the venue during the set-up period, it is essential to meet the following requirements:

### 1. Full payment of the contracted space

100% of the payment must be completed before the start of set-up to avoid delays in access. It is not necessary to present any proof of payment, as the Rx finance department already has this information updated.

### 2. Approved documentation in the Operational Portal

It is the responsibility of the **exhibitor or contractor** to verify directly in the Operational Portal that the following documents are marked as “**approved**”:

- Liability insurance policy**
- Project** (including renderings and DRO, if applicable)

RX **no longer issues approval letters**. If any of these documents are pending or rejected in the Operational Portal, **Access to the set-up area will not be permitted**, and the organizing committee will not be responsible for any resulting impacts.



### 3. Mandatory badge

Each person must wear their corresponding badge:

- **Set-up/Dismantling badge**
- Or **Exhibitor badge** (also valid for set-up and dismantling)

### 4. Personal Protective Equipment (PPE)

All personnel entering the set-up area must wear basic PPE, without exception. This applies regardless of the duration of their stay or the activity to be performed.

---

## TRAFFIC AND ACCESS CONTINGENCIES DURING SET-UP, EVENT, AND DISMANTLING

During the days of set-up, exhibition, and dismantling, external situations may arise that affect mobility or access to the venue, such as demonstrations, roadblocks, marches, flooding, road closures, or adverse weather conditions.



The organizing committee **has no control over nor responsibility** for these events, as they are beyond the scope of the event’s operations. Each exhibitor and supplier must take the necessary measures to ensure their timely arrival at the venue.

**Important:** No changes or extensions will be made to the schedules established in this manual due to external disruptions, as they fall outside the committee’s responsibility.

---

## ON-SITE PAYMENTS DURING SET-UP, EVENT, AND DISMANTLING

To ensure security and transparency in payments made during the event, please note that **all payments related to additional services, special access, or on-site procedures must be made only at the following authorized locations:**

1. CAEX (Exhibitor Service Center)
2. Official suppliers’ service desk
3. Venue offices



**Payments to external or unidentified individuals are strictly prohibited**, including security personnel, contractors, or third parties requesting money to expedite access, dock usage, or any other service.

◆ **Recommendation:**

If any individual requests a payment outside the authorized points, **do not proceed** and immediately contact your Customer Experience representative to verify the information.



🛡️ **SAFETY AND CIVIL PROTECTION**

All exhibitors and stand builders must comply with the safety regulations established by the venue and the Organizing Committee. This includes, but is not limited to:

**1. Do not block emergency** exits or evacuation aisles.

**2. Provide fire extinguishers** if required based on the stand design or materials used.

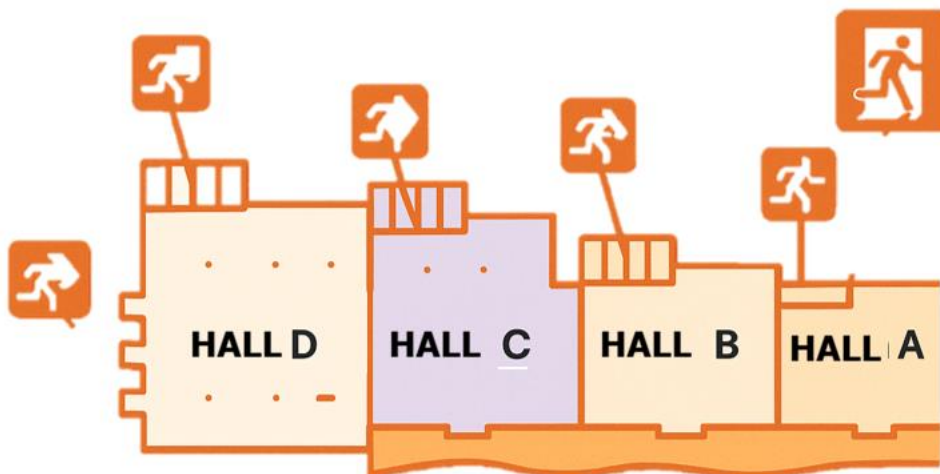
Additionally, during the **set-up and dismantling phases** the Organizing Committee and the venue **may conduct emergency drills** as part of their civil protection protocols.

🔔 **We request the active cooperation of all participants** at that time (exhibitors, contractors, suppliers, etc.) to take part in these drills.

As an Organizing Committee, we are committed to the safety of all attendees and aim to be prepared for any contingency.

**EMERGENCY EXITS**

For your safety, locate the venue's emergency exits. In the event of any emergency, follow the signage and proceed to the nearest exit.



---

## PERSONAL PROTECTIVE EQUIPMENT (PPE)

During the set-up days, **all individuals** entering the exhibition area — exhibitors, contractors, designers, suppliers, cleaning staff, etc.— must wear **basic Personal Protective Equipment (PPE)**, without exception. This applies **regardless of how long they remain in the halls or the activity they perform.**

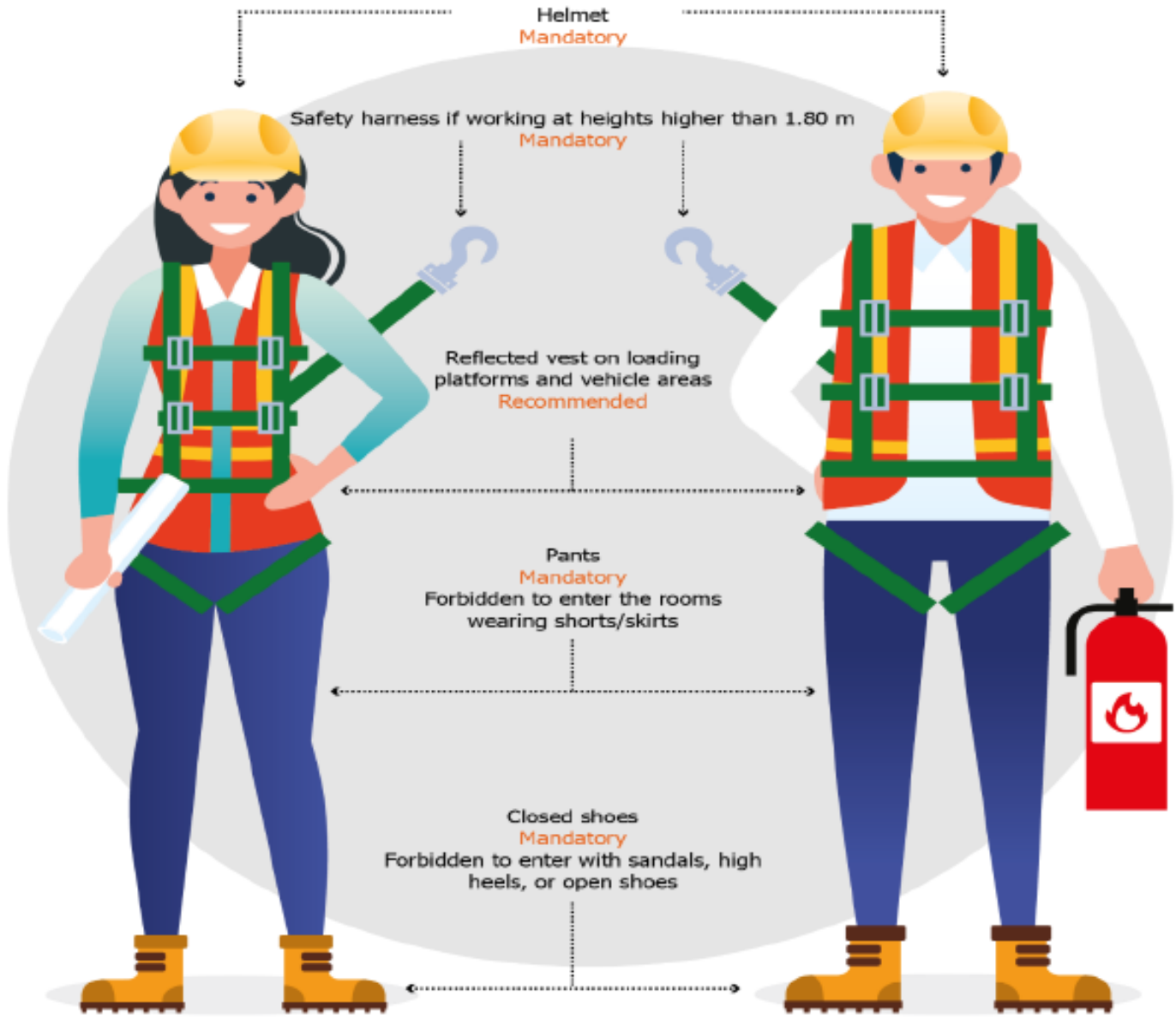
The basic PPE includes:

- A. Safety helmet
- B. Long pants (no skirts, shorts, or Bermudas)
- C. Closed – toe shoes (preferably safety shoes; no heels or sandals)

### Important:

- **It is not allowed to remove the helmet inside the exhibition halls.**
- The Organizing Committee has the authority to **impose sanctions or fines** on any company that fails to comply with this rule.
- In case of non-compliance, **immediate removal** of the individual or the involved team may be enforced.

**Mandatory use during assembly and disassembly:**



**SAFETY**  **SHOWS**

## MEDICAL ASSISTANCE

The Organizing Committee and the venue provide first aid services for minor incidents. However, if a major accident occurs that requires specialized medical attention (ambulance, hospitalization, etc.), **the costs will be the responsibility of the exhibitor or contractor.**

### Recommendations to avoid setbacks:

- **Inform your team in advance** about the mandatory use of PPE.



- **Verify that everyone is properly equipped before entering.**
- If your construction company provides the equipment, ensure it is complete and in good condition.
- **Access will not be allowed without PPE**, even if the person is registered and has a badge.

---

## ASSEMBLY SCHEDULE

Access for set-up will be available to all exhibitors on **Monday, August 17, 2026, starting at 07:00 hours**, according to booth size:

FASE	FECHAS	HORARIO	ACTIVIDAD
Set-Up	Monday, August 17, 2026	07:00 a 08:00 h	Entry for booths of 81m2 and larger
		08:00 a 09:00 h	Entry for booths of 52 m <sup>2</sup> and larger
		09:00 a 10:00 h	Entry for booths of 36m2 and larger
		10:00 a 11:30 h	Entry for booths of 9m2 and larger
		11:30 a 22:00 h	Set-up
	Tuesday, August 18, 2026	08:00 a 22:00 h	Set-up (All booth sizes may enter)
Event	August 19 – 20, 2026	Exhibitor: 09:00 – 18:00 h	
		Visitor: 09:00 – 18:00 h	
Dismantling	August 20, 2026	From 20:00 h	

### KEY POINTS REGARDING SET-UP

- **Clear-out deadline:** All halls must be completely vacated every night by **22:00 h**, without exception.

**- Overnight set-up (only on August 17, 2026):**

Companies requiring additional overnight set-up hours may only book them on **August 17**.

Payment for extra hours must be made **directly with the venue**. Costs will be communicated during the **set-up/dismantling webinar**.

**- Request for additional hours:**

Exhibitors or contractors who need to book additional overnight set-up hours must notify the **CAEX (Exhibitor Service Center)** before **18:00 hrs on August 17, 2026** to receive authorization.



**Important:**

Additional overnight set-up hours will **not** be available on **August 18**. It is recommended to plan set-up schedules in advance.

Set-up concludes, without exception, on **Tuesday, August 18 at 22:00 hrs**.

---

**⚠ SAFETY CONDITIONS AND PENALTIES**

If a booth is not completed and poses a **safety risk** to attendees, staff, or other exhibitors, the Organizing Committee (RX) **reserves the right to close it and will not allow it to open to the public**.

If a booth is unfinished and affects the **image of the event**, the Organizing Committee will apply a penalty fee for poor presentation.

The Organizing Committee will verify that **all designs and constructions comply with safety regulations**. Any structure that represents a risk will be subject to intervention.

If by **Tuesday, August 18 at 22:00 hrs** a construction is not completed and presents a safety risk:

- ❖ The committee will **not allow the booth to open**.
- ❖ **Perimeter panels** will be installed to prevent accidents and protect the event's image.
- ❖ **All costs generated** by this action will be charged to the exhibitor.
- ❖ The Organizing Committee **reserves the right not to renew the contract** for future RX events.

---

## **ASSEMBLY ACCESS ROUTE / LOADING DOCKS (UNLOADING OF BOOTHS AND PRODUCTS)**

### **GATE 4 – EXCLUSIVE ACCESS TO LOADING DOCKS**

This access point is **intended exclusively for exhibitors and contractors who need to unload bulky materials** such as booth structures, equipment, products, tools, etc.

Access to the loading docks is **subject to available capacity**, so it is recommended to plan ahead and arrive early.



**■ Time Control Slip (issued by CB)**

- Records the start time of unloading.
- Is required to **calculate the time used at the loading docks.**
- This slip is used **to process the corresponding payment** for dock usage time.



**■ Loading Dock Access Slip (issued by the Organizing Committee)**

- Grants **access to the loading docks.**
- **Used to track each vehicle’s entry and exit times.**
- Without this slip, **access to the loading docks will not be permitted**, even if the vehicle attempts to enter directly.

**● Important:** Vehicles attempting to access the loading docks directly without passing through Gate 4 will not be authorized. This procedure is mandatory for all vehicles unloading materials in the dock area.

**LOADING AND UNLOADING AT DOCKS**

The use of loading docks is exclusively **designated for the handling of booth materials, equipment, and products.** To maintain operational flow, it is essential to follow these rules:

**General rules:**



- **Parking or leaving vehicles unattended at the loading docks is strictly prohibited.**
- In case of non-compliance, the vehicle will be removed.
- **The maximum allowed time will be assigned according to the type and size of the vehicle.**  
Please refer to the corresponding time and rate table.
- **Only one vehicle per company is allowed.**
- **If the assigned time is exceeded**, a financial penalty will be applied to the driver or person responsible for the vehicle, corresponding to the additional time used.

**Time and rate table:**

Vehicle type	Grace Period	Hourly Rate (MXN)
Car and vehicles smaller than a box truck (rabón)	45 min.	\$ 250.00*
Box truck (rabón) and larger vehicles	2 horas	\$ 300.00*

**💡 Important note:** Prices are set directly by the venue. **The Organizing Committee has no control over these costs. Rates are subject to change without prior notice.**

**WHAT TO DO IF YOU CANNOT UNLOAD ALL MATERIAL WITHIN THE ALLOCATED TIME**

During set-up, each vehicle has a limited amount of time to unload materials at the loading docks. If you are unable to complete unloading within this period, there are **two options** to continue:

✔ **OPTION 1: Exit the loading dock area and rejoin the queue**

**1. Remove the vehicle from the dock** once your assigned time has elapsed, allowing access for other vehicles.

**2. Rejoin the queue at Gate 4** with the same vehicle to obtain a new unloading slot. This option may involve additional waiting times, and access will depend on loading dock availability.

✔ **OPTION 2: Remain at the dock by paying for additional time**

If you prefer not to remove the vehicle, you may pay for extra time to continue unloading without leaving the dock area. Payment must be made at the corresponding **CB service module**.

---

## LOADING AND UNLOADING OPERATIONS

- All receipt of products, set-up materials, and/or merchandise must take place **only during the authorized periods of set-up, event, and dismantling**.
- Vehicle access to event areas is **permitted solely for the purpose of loading and unloading**. Entry for parking or prolonged stays is not allowed.
- **Vehicles are strictly prohibited inside the exhibition halls during set-up, event, and dismantling**. Only vehicles that are part of the exhibit itself may enter **during event days, and only with prior written authorization**.
- **Loading and unloading operations on sidewalks or on roads adjacent to the venue are strictly prohibited**.
- The Organizing Committee **is not responsible**, under any circumstances, for theft or damage to vehicles, materials, or equipment of any kind within Centro Banamex.
- The maximum time allowed for loading and unloading operations within the marshalling yard will be assigned **according to the penalty table**. If this time is exceeded, a financial penalty will be applied to the driver or person responsible for the vehicle, in accordance with the current rate schedule. The penalty is generated at the **exit booth**, where the corresponding payment must be made.
- Once the vehicle has been unloaded, **it must leave the marshalling yard immediately**, freeing the dock for other operations.
- The loading dock area is **not a parking or storage zone**. Its use is limited exclusively to loading and unloading maneuvers.

- The **maximum speed allowed** within the marshalling yard is **10 km/h**.
- The Organizing Committee **is not responsible for the loss of items left inside vehicles**, nor for damage caused by third parties, mechanical failures, theft of parts, or accessories.

## RULES DURING ASSEMBLY

To ensure a safe, organized, and respectful set-up process within the venue, compliance with the following rules is mandatory:

### Personal Safety

- **Use scaffolding** for any construction exceeding **3 meters in height**.
- Always wear **Personal Protective Equipment (PPE)** throughout the day: helmet, closed-toe shoes, and long pants.
- Smoking and the consumption of alcoholic beverages inside the venue during set-up are strictly prohibited.
- **Entry of minors is not allowed during set-up for safety reasons.**
- **Working on the top step of step ladders is not permitted.**
- **Stacking boxes, placing ladders on scaffolds, or placing buckets on ladders to perform work at height is strictly prohibited.**

### Permitted Activities

- Set-up hours are intended for **assembling and detailing the booth**, not for building it from scratch.
- Production activities such as **cutting with saws, welding, or using cement or construction materials** are prohibited.
- Music is allowed but must remain at a **moderate volume** so as not to interfere with safety instructions or emergency communications.

### Use of Tools

- **Use tools properly and responsibly.** Playing, improper handling, or using tools without proper training is strictly prohibited.

### Order and Cleanliness

- Trash must be disposed of in the **dumpsters located at the loading docks. Construction materials and wood must not be left behind, as they are not considered waste**; contractors must remove them.
- **Do not leave trash in aisles or neighboring booths** at the end of the day.
- Aisles must be cleared at the end of each set-up day. Failure to comply will result in a **cleaning penalty**.
- Sanding and dust control: For finishing work, sanders must have a dust collection system (container or collection bag) to minimize dust generation.

### Structural Safety

- Structures supporting **double-decker** booths must be placed **directly on the venue's solid floor, not on raised platforms or pallets.**

- The committee will validate installations on-site. **Non-compliance will result in construction being halted.**

### Circulation and Evacuation

- **Keep all marked evacuation routes** clear at all times.

### Supervision and Penalties

- The Organizing Committee **may halt any set-up activity** that does not comply with these rules until it is corrected. **Fines may be applied to the exhibitor or contractor for noncompliance.**
- **The committee is not responsible** for any impacts this may have on the exhibitor or contractor.

## WORK OUTSIDE THE BOOTH AREA



For any work involving **patching, sanding, or painting outside the booth area**, it is mandatory to:

- **Cover the venue floor or carpet at all times to prevent damage.**
- **Keep the protection in place throughout the entire activity, without** exception.
- **Liability for damages:** Any damage to the floor, carpet, or other areas will be the responsibility of **the booth owner.**

---

## FLOOR MANAGERS – ON-SITE SUPERVISION AND SUPPORT

During the set-up, event, and dismantling phases, you will have the support of **Floor Managers** trained professionals present on the exhibition floor to:

- Answer questions, provide guidance, and assist with any operational situation.
- Ensure compliance with the rules established in this manual.
- Facilitate communication between exhibitors, contractors, and the Organizing Committee.



### 📌 Identification:

You can easily identify them on the exhibition floor, as they wear **orange shirts**.



The role of Floor Managers is to enforce the rules for the common good, safety, and overall event logistics. At the same time, they can be valuable allies in helping resolve on-site situations, as long as communication remains respectful and collaborative. Exhibitors and contractors are expected to maintain a professional and open attitude when interacting with them.

### 🔔 Did you experience any issue on-site?

If any situation, disagreement, or incident arises related to operational aspects on the floor, please report it immediately at the **CAEX (Exhibitor Service Center)**.

Our team is available to assist you and will escalate the matter to the appropriate area for follow-up and resolution.

---

### **CLEANING:**

The Organizing Committee will be responsible for cleaning the event's **common areas**. However, as an exhibitor, you are responsible for keeping your **assigned space clean** during the set-up, event, and dismantling phases.

### **Booth Cleaning Service**

If you require additional cleaning services for your booth, you may:

- Contract the service directly with the **Centro Banamex** venue, or
- **Handle it on your own**, ensuring that it does not interfere with the event's operations.

### **Exhibitor Responsibility**

- Exhibitors must remove from the exhibition floor all **leftover materials and waste generated** from unpacking products, set-up, or dismantling (boxes, cardboard, plastics, construction materials, etc.).
- **Wood, construction waste, and leftover materials from booth construction are not considered standard trash.** These must be removed by the exhibitor or contractor before the start of the event.
- If the Committee detects non-compliance with this rule, **any cleaning-related costs will be charged to the responsible exhibitor or contractor.**

In some cases, exhibitors complete their booth set-up ahead of schedule and leave it clean and ready. However, other exhibitors may still be working, which can generate dust and dirt affecting already finished booths.



For this reason, it is recommended to:

- Bring basic cleaning supplies to keep the booth in optimal condition.
- Hire cleaning services from the official provider if you wish to ensure professional cleaning before the event begins.

The Organizing Committee is **not responsible for dirt or dust accumulation in booths resulting** from the set-up activities of other exhibitors or from the Committee's own operations.

### **Important: Booth Inspection and Handover**



Before the event opens, **the exhibitor must inspect and accept their booth in full, and the contractor must deliver the installation in optimal condition** (structures, graphics, paint, finishes, etc.).

During the event days, **it will not be possible to make adjustments** such as changing colors, replacing graphics, repairs for detached pieces, or paint touch-ups. This is because set-up is completed prior to the start of the event, and access for contractors during exhibition days is restricted for safety and operational reasons.

### Recommendation:

Conduct a final inspection with your contractor **before the end of the set-up period** to ensure everything complies with what was contracted and approved.



## EVENT

### VENUE: (CB) CENTRO BANAMEX

 **Venue Address**  
**Centro Banamex**  
Avenida del Conscripto 311,  
Colonia Lomas de Sotelo,  
Ciudad de México, CDMX, C.P. 11200  
Phone: +52 55 5268 2000  
[www.centrocitibanamex.com](http://www.centrocitibanamex.com)



---

## EVENT HOURS

### VISITORS/EVENT HOURS

August 19-20, 2026/ 09:00-18:00hrs

### EXHIBITORS/EVENT HOURS

August 19-20, 2026/ 09:00-18:00hrs

### **Access During Event Days**

To enter the exhibition hall during event days, you must wear your **exhibitor badge**. Entry without a badge will not be permitted under any circumstances.

### **Product Restocking**

On **Wednesday, August 19, and Thursday, August 20**, exhibitors may enter to restock products from **07:00 to 09:00 hrs**, provided they are wearing their exhibitor badge.

This access is limited exclusively to:

- Product arrangement - • Booth cleaning- • Internal team meetings

### **Construction, painting, or finishing activities are not allowed during these hours.**

The entry of **ladders, tools, or work materials is prohibited** during event days.



### **👤 Booth Presence:**

Exhibitors must remain at their booth throughout the entire event schedule.

**Leaving the booth unattended or departing before the event ends is not permitted.**

Leaving the booth unattended or departing before the event ends is not permitted.

### **🚚 Product Removal**

During event hours, **the removal of products, machinery, or furniture from the booth is not allowed.** All removal logistics must take place only during the authorized dismantling schedule.

### **⚠️ Important**

The Organizing Committee is **not responsible** for missed flights, transfers, or personal commitments resulting from the inability to leave the venue before the official closing time.

Out of commitment to visitors, all exhibitors must remain at their booth until the official event closing. Leaving early negatively impacts the visitor experience and the exhibitor's image.

For **safety, logistical control, and event operations, it is not permitted to modify the established dismantling schedules or the removal of products, machinery, or furniture—even if the exhibitor states they need to leave early. All dismantling activities must take place strictly within the authorized timeframes.**

Exhibitors are requested to **plan their flights**, accommodations, and transportation in advance, considering the official event schedule to avoid any inconvenience.

---

## **🔊 SOUND LEVELS – PERMITTED DECIBELS**

Sound levels for any activity or presentation **within the booth must remain within the limits of the assigned area and must not interfere with neighboring exhibits.**

The Organizing Committee (RX) is committed to providing and maintaining a **fair and professional exhibition** environment for all exhibitors. Excessive noise may be **disruptive, distracting**, and negatively affect the business environment of other participants.

### **📌 General Rules**

- All audio equipment (sound systems, screens with audio, microphones, etc.) must not exceed **85 decibels (85 dB)**.
- RX reserves the right to **interrupt any sound-related activity** that causes disturbances, crowding, complaints from neighboring exhibitors, or that has not been previously approved.
- These situations will be evaluated by the Organizing Committee and may result in **fines in accordance with “good neighbor” policies.**



### 🔔 **Activities That Generate Excessive Noise**

In addition to sound produced by equipment, exhibitors are requested to **avoid activities that encourage visitors to shout or create excessive noise**, such as contests, entertainment dynamics, or presentations that promote group shouting. Even if the noise comes from attendees, the exhibitor **is responsible for controlling the environment within their booth** to avoid affecting neighboring exhibitors.

**IMPORTANT:** This is a **professional exhibition**, and every exhibitor has the right to an environment conducive to conducting business. **Therefore, any type of sound that negatively impacts the experience of other exhibitors or visitors will not be allowed.**

The Organizing Committee will be responsive to complaints submitted by visitors, neighboring exhibitors, or event staff, and may apply **financial penalties** in case of non-compliance.

These penalties are **non-negotiable** and are intended to protect the fairness, safety, and overall quality of the event.

---

## **GOOD NEIGHBOR POLICIES**

To ensure a positive and fair experience for all exhibitors, we promote **good neighbor practices**, focused on mutual respect, harmonious coexistence, and responsible use of space. Failure to comply with these policies may result in sanctions or fines.



### **Respect Your Neighbors' Space:**

- Do not encroach on the space contracted by neighboring brands.
- Keep your demonstrations within your booth. If they generate crowds that obstruct aisles or affect other exhibitors, you must adjust your activity.
- Contract adequate space for your activities. While some dynamics may attract crowds or generate lines, it is the exhibitor's responsibility to maintain order and ensure they do not interfere with the natural flow of the event. Lines must remain within the contracted space and must not block aisles, access points, visibility, or entry to neighboring booths. If your activity generates high traffic, consider using signage, additional staff, or physical barriers to properly manage visitors.

### **Maintain Visibility and Physical Boundaries:**

- Do not place elements that block the visibility of neighboring booths.
- Installing screens, shelves, equipment, or any structure outside the contracted area is strictly prohibited, even if the excess is only a few millimeters or centimeters.

### **Special Demonstrations:**

- If you plan to use smoke machines, you must notify the Organizing Committee and have proper extraction systems to prevent triggering alarms. Failure to comply will result in cancellation of the demonstration.

#### **Waste and Materials Management:**

- Do not leave trash or materials in other booths, common areas, or unused spaces within the venue. Dispose of your waste properly.
- Do not place boxes, products, or materials outside or behind your booth. It is recommended to build a storage area within your booth.

#### **Activations and Engagement Activities:**

- **Mascots/characters** must remain within the contracted space. They are not allowed to circulate through aisles or other areas of the event.
- Sound levels must remain below **85 decibels at 3 meters from the source**, directed toward the interior of the booth. If higher volume is required, consider building a soundproofed room.
- Throwing promotional items (cups, bottles, keychains, etc.) into aisles or toward visitors is strictly prohibited.

#### **Flow and Access:**

- Do not carry out activities that obstruct aisles, redirect traffic, or hinder access to other booths. This includes demonstrations, distribution of materials, queue formation, or any activity conducted outside the contracted space.

---

## **INFLATABLES AND MASCOTS**



### **1. Use of inflatables**

If **inflatables** are used as part of the booth design or activation, the exhibitor or contractor must consider that, **depending on their size and type**, anchoring **points and counterweights may be required**. These measures may be requested by the venue or the Organizing Committee to ensure on-floor safety.

The exhibitor must comply with these requirements without exception and assume any costs arising from their implementation.

### **2. Use of mascots (costumed characters)**

#### **Mascots must remain within the assigned booth space.**

They are not permitted to circulate through aisles, even for purposes such as going to the restroom, taking a break, or performing any activity outside the booth. This measure is intended to **respect all exhibitors' space**, prevent crowding, and maintain order on the exhibition floor.

The Organizing Committee reserves the right to intervene or suspend any activity involving inflatables or mascots that does not comply with these rules or that causes inconvenience to neighboring exhibitors or visitors.

## NON-COMPLIANCE PENALTIES

Compliance with the **Good Neighbor Policies** is essential to ensure a positive experience for all participants. While we understand that unforeseen situations may arise, it is important that each exhibitor takes responsibility for adhering to the established rules.

**Any exhibitor who fails to comply may be subject to the following measures:**

- 1. First offense:** Verbal warning issued by the RX team.
- 2. Second offense:** Written warning addressed to the booth representative, issued by RX.
- 3. Third offense:** A stricter measure will be applied, including, but not limited to:
  - Immediate fine of **USD \$2,000.00 (two thousand dollars) per offense**
  - Suspension of the booth's power supply for **1 hour**. RX will not be responsible for any damages resulting from this suspension during the payment process.
  - Non-renewal of the contract for future editions of the event

### Important:

The Organizing Committee reserves the right to modify penalties without prior notice, as well as to determine whether a contract will be renewed for future editions in cases of repeated non-compliance.



To avoid issues, we recommend training all personnel involved in the set-up, operation, and management of the booth on these rules and their potential consequences. This will contribute to the proper performance of the booth, positive interaction among exhibitors, and the overall success of the event.

## PRODUCT DEMONSTRATIONS

If you plan to conduct product demonstrations at your booth, it is essential to notify the Organizing Committee before **July 24, 2026**. Failure to do so will result in the activity not being permitted during the event.

### What must you do?

**1. Submit your request by email** to your Customer Experience contact before **July 24, 2026**, including:

- A detailed description of the demonstration
- Technical data sheets of the products to be demonstrated
- A booth rendering clearly indicating the area where the activity will take place

**2. Review and approval:**

- The Organizing Committee will evaluate the proposal
- If additional information is required, it will be requested directly from the exhibitor
- Once approved, you will receive confirmation via email



## Safety Considerations:

- Demonstrations must be conducted only by trained personnel with the appropriate **Personal Protective Equipment (PPE)**
- Visitors will not be allowed to operate or activate machines or equipment
- Booths or cabins must be fully enclosed and equipped with **smoke extraction systems** if emissions are generated

For demonstrations that do not generate particles or sparks (such as lasers, presses, or drills), the following must be observed:

- Maintain a **minimum distance of 1 meter** between the demonstration area and visitors.
- Provide **acrylic protection** in the operating area.
- Demonstrations on the **second level of booths are not permitted.**

Demonstrations involving flying particles or sparks must be conducted inside **enclosed cabins with translucent walls and/or acrylic protection**. It is mandatory to submit:

- Technical details of the demonstration.
- A rendering of the space including dimensions and thickness of protective materials.
- Demonstrations on the **second level of booths are not permitted.**

Products related to **sport hunting, extreme sports, or pellet rifles** are not allowed for demonstration or display.



Approval of the booth rendering **does not** imply authorization to carry out demonstrations or activities within the booth. These must be reported in advance and approved by the Organizing Committee, which will review and evaluate each request. All decisions made by event management are **final and not subject to appeal**.

Even if a demonstration has been previously approved, the Organizing Committee may **suspend it on-site** if unforeseen risks are identified during execution. The safety of attendees and exhibitors is the top priority. The exhibitor must comply with the suspension or make the adjustments indicated by the Committee in order for the activity to proceed safely.



---

## ACTIVATIONS, ENGAGEMENT ACTIVITIES, AND MASCOTS

If you plan to carry out activations, interactive activities, skill-based games, or include mascots in your booth, you must also notify the Organizing Committee before **July 24, 2026**.

### What must you do?

**1. Submit your request by email** to your Customer Experience contact before **July 24**, including:

- A detailed description of the activity
- A booth rendering clearly indicating the area where the activity will take place

**2. Review and approval:**

- The Organizing Committee will evaluate the proposal



DEADLINE

- If additional information is required, it will be requested directly from the exhibitor
- Once approved, you will receive confirmation via email

### Important considerations:

-Activities that compromise public safety or affect the operation of neighboring booths will not be authorized, such as:

- Throwing products into aisles
- Blocking aisles with displays or products
- Exhibition of animals or shooting simulations



-Unauthorized activities will be **immediately suspended**.

-The use of sound equipment or sirens is limited to **85 decibels measured at 3 meters from the source**, directed toward the interior of the booth.

-Even if an activity has been previously approved, the Organizing Committee may **suspend it on-site** if it poses a risk to attendees or exhibitors.

### ✗ GAMES OF CHANCE: PROHIBITED ACTIVITIES AT THE VENUE



In accordance with the **Centro Banamex Operations Regulations**, all games of chance are strictly prohibited within the venue unless a special permit is obtained from CB. It is also mandatory to have the corresponding permits from **SEGOB (Ministry of the Interior)**.

#### What is considered a game of chance?

These are activities whose outcome depends primarily on luck rather than the participant's skill. They generally involve some form of betting or prizes determined by chance.

#### Examples of prohibited games of chance:

- **Roulette** (physical or digital)
- **Slot machines**
- **Betting card games** (poker, blackjack, 21)
- **Unauthorized raffles or lotteries**
- **Bingo with monetary prizes**
- **Sports betting or paid prediction games**
- **Scratch cards ("scratch and win") with cash prizes**
- **Online gambling conducted from the booth**

These activities are prohibited by the venue. Their implementation during the event may result in **booth closure, financial penalties, and/or expulsion from the event**.

If any of these activities are detected, they must be **suspended immediately**, and the Organizing Committee will not be responsible for any impact this may have on the exhibitor's logistics and participation in the event.

---

#### SKILL-BASED GAMES (PERMITTED)

Activities where the outcome depends on the participant's **skill, speed, or knowledge**—without betting or cash prizes—are allowed.

### Examples:

- Trivia about products or services
- Physical challenges (shooting a basket, assembling, running)
- Digital games without chance-based outcomes
- Simulators or augmented reality experiences
- Activations with promotional prizes

### Skill-based games do not require special permits, provided that:

- They do not involve betting or participation fees.
- They do not offer cash prizes or monetary equivalents.
- The outcome depends on the participant's **skill, knowledge, or physical/mental ability**

All activities must be **previously validated by the Organizing Committee**, as stated on page 79 of the manual.

---

### Raffles and Games of Chance: Legal Requirements

According to the **Federal Gaming and Sweepstakes Law**, any activity considered a raffle or sweepstake must have prior authorization from the **Ministry of the Interior (SEGOB)**. This applies even if the raffle takes place within a private event or exhibition.

To obtain the permit, the exhibitor must complete a formal process that includes:

- A written application detailing the event and the mechanics of the raffle
- Legal documentation of the applicant (RFC, CURP, official identification)
- A bond guaranteeing the fulfillment of prize payments
- Official rules, prize structure, and communication channels You can review the full requirements on the official SEGOB website: [Requisitos para Sorteos – Gobierno de México. \[gob.mx\]](https://www.gob.mx/requisitos-para-sorteos)

**Final note:** For this reason, we recommend avoiding the use of terms such as “**raffle**” or “**contest**” involving **games of chance** in your event communications. Instead, use terms like “**activity**” or “**engagement dynamic**,” which do not imply legal obligations or require permits from SEGOB.

All activities must take place **within the booth space**. The exhibitor is responsible for organizing and controlling visitor flow to prevent lines that may obstruct aisles or affect neighboring booths

---

### INTERACTIVE ACTIVITIES WITH VISITORS

If an exhibitor allows visitors to actively participate in the demonstration of a product or service (for example, applying dyes, using tools, simulators, etc.), the following conditions must be met:

### 1. Notification and approval by the Committee – Deadline: July 31, 2026

All interactive activities between exhibitors and visitors must be **previously notified** to the Organizing Committee for evaluation. Notification does **not guarantee approval** of the activity.



Activities not reported in advance may be **canceled or suspended** during the event at the Committee's discretion.

### 2. Liability waiver letter

Before the visitor participates in the activity, the exhibitor must provide a liability waiver stating the following:

- The activity is **voluntary** on the part of the visitor.
- The visitor **assumes any risks** arising from their participation.
- Neither the exhibitor nor the Organizing Committee will be responsible for **any accidents, damages, or consequences** resulting from the activity.
- Neither the exhibitor nor the Organizing Committee will be responsible for any accidents, damages, or consequences arising from the activity.

### 3. Safety Conditions

The exhibitor must ensure that the activity is carried out under **safe, supervised conditions**, using appropriate equipment and materials to minimize risks.

### 4. Visible Notice to Visitors

It is recommended that the exhibitor place a **visible notice** in the demonstration area stating that participation is **voluntary and at the visitor's own risk**.

### 5. Restrictions

Activities that involve **high risks** or cannot be properly supervised within the event environment will **not be permitted**.

#### Download Sample Template

Exhibitors can download a **sample liability waiver letter** to adapt according to their approved activity.

 [Descargar el formato ejemplo](#)

---

## MUSICAL AND DANCE ACTIVITIES



If you wish to carry out activities at your booth such as dance performances, live music (mariachi, bands, trios, etc.), or any type of sound-based activation, you must send an email to your Customer Experience contact before **July 24, 2026**, including the following information:



- Type of activity (musical, dance, etc.)
- Exact location where it Will take place (within the booth)
- Day and start/end time
- Total duration
- Estimated decibel level
- Number of participants involved in the activity

👉 [Descarga el Formulario de Activaciones y bailables](#)

Based on this information, the Organizing Committee will evaluate the request and decide whether the activity can be carried out. Submitting the request does **not** imply automatic approval, as validation will depend on factors such as:

- **Whether it interferes with oficial evento activities (conferences, business meetings, workshops, etc.)**
- Wheter it causes disturbances, crowding, or complaints from neighboring exhibitors.
- Wheter it remains within the contracted booth space.

- Must comply with the **85 decibels**
- These activities will only be permitted **after 16:00 hrs in order to preserve a business-focused environment during the event**, always respecting the maximum limit of **85 decibels**



#### **Important note:**

Musical and dance activities should preferably take place **after 16:00 hrs** in order to preserve a business-oriented environment. However, the Organizing Committee may evaluate special cases that justify a different schedule, provided all established conditions are met and event operations are not affected.

RX reserves the right to **approve, modify, or reject any activity**, even if it was submitted on time and in the proper format. If any activity is carried out without authorization, it will be **immediately suspended or canceled**, and the exhibitor must comply with the decision without exception.

**Lack of awareness of this rule does not exempt compliance.** It is the exhibitor's responsibility to be familiar with and adhere to the event regulations.

---

## **HIRE OF MUSICAL GROUPS, ARTISTS, OR PERFORMERS**

If your company plans to include musical performances, artists, or performers as part of its participation in the event, it is essential to consider the following:

- You must notify the Organizing Committee in writing before **July 24, 2026**, as Centro Banamex requires this information in accordance with its regulations.
- On the day of the event, the musical group, artist, performer, and/or exhibitor must make the corresponding payment for the **performance fee** to the union that regulates these activities.
- This procedure is **mandatory and is part of the Centro Banamex Operations Regulations**



- **Failure to comply with this requirement will result in the performance not being allowed during the event.**
- 

## **PRODUCT SALES DURING THE EVENT**

This is a **B2B (Business-to-Business) event**; therefore, **direct product sales are not permitted during the event.**

Participation is focused on building business relationships, not on transactions with end consumers.

---

## **PERMITTED EXHIBITION: NEW, ORIGINAL, AND AUTHORIZED PRODUCTS AVOID PENALTIES AND PROTECT YOUR BRAND**

At the EVENT, only **new, original, and legally authorized products** may be exhibited. These must be manufactured by the EXHIBITOR or by companies they exclusively represent, either under their own brand or with explicit authorization from the respective trademark rights holders.

The exhibition of the following is strictly prohibited:

- Used or refurbished products
- Counterfeit or pirated items
- Unauthorized replicas of existing products
- Smuggled goods or products without legal documentation
- Any products that infringe intellectual or industrial property rights

The **EXHIBITOR assumes full responsibility** for the legality, authenticity, and origin of the products displayed. The Organizing Committee is not responsible for any legal, commercial, or reputational issues arising from non-compliant products.

If products that violate these rules are detected, the Organizing Committee reserves the right to **remove them from the exhibition without prior notice**, without any compensation to the exhibitor, and may take corresponding legal action.

---

## **DIGITAL TOOLS TO GENERATE LEADS DURING THE EVENT**

At the event, generating leads does not rely solely on in-person interaction—our digital tools are designed to help you capture visitor data in a simple and organized way.

Below, you will find three solutions that will allow you to attract more visitors to your booth, register their information, and follow up after the event.

### **VISITOR SCANNING WITH LEAD MANAGER**

### What is Lead Manager?

It is a **badge-scanning mobile application** that allows you to capture data from registered event visitors. It is fast, flexible, and easy to use, and can operate on multiple devices simultaneously so your team doesn't miss any business opportunities.



### Where can it be used?

Scanning and promotional activities are strictly limited to your **contracted booth space**. Scanning in aisles, common areas, or at another exhibitor's booth is not permitted.

### Does your contract include Lead Manager?

Check your contract to confirm whether this product is included. If you have any questions, contact your account executive.

### How many people can use the app?

There is no limit on the number of users. Your company can install the app on as many devices as needed. Users only need to log in using your company's **unique access code**, which serves as the license.

### How do I Access the app?

- The access code will be available in your profile within the **Exhibitor Hub** and will also be sent via email a few weeks before the event.
- The app can be downloaded from the app store and requires an internet connection for installation and initial login.

### Does it work without internet?

Yes. Once downloaded and logged in, the app can operate offline during the event. If used without internet, it is important to later connect to a Wi-Fi network and open the app so that the scanned data can be properly synchronized.

### How do I download Leads?

- You can view and download leads **in real time, by day, or after the event** by accessing the **DASHBOARD** in the Exhibitor Hub.
- You have **90 days after the event** to download the information. After that period, the data will be deleted and cannot be recovered.



**Recommendation:** Download your leads as soon as the event ends. **This is essential for timely follow-up and closing business opportunities!**

### Need help using it?

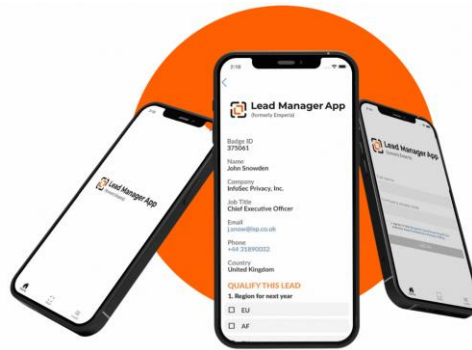
We have tutorial videos available—watch them at the following links:

👉 [How to get your access code in the Exhibitor Hub.](#)

👉 [How to download your leads after the event.](#)

👉 [How to download and use the LEAD MANAGER App.](#)

👉 [General information about LEAD MANAGER](#)



---

## LEAD BOOSTER

### What is it?

Lead Booster is a tool available exclusively to clients who purchase it, designed to attract more visitors to your booth through a special offer published in the **Exhibitor Hub**. Visitors receive these offers by email before the event and decide which booths to visit based on their interests.

### What types of offers can be published?

- Engagement dynamics with giveaways (giveaways, etc.)
- Product demos with incentives
- Coupons or discounts
- Photos with influencers
- Free workshops
- Access to exclusive content
- Gifts for following social media accounts

### How do you publish an offer?

From the **Exhibitor Hub**, go to “**Manage Lead Booster**” and complete three fields:

1. **Title:** Keep it short and engaging.
2. **Description:** Highlight the value of your offer.
3. **Redemption steps:** Provide clear instructions, with the option to include links.

### Important:

- Offers must be uploaded **before the event** to be included in the pre-event campaign.
- Once published and approved, the offer cannot be edited.
- **If you have purchased this product and do not see the Lead Booster button**, contact your sales representative or the Customer Experience team
  - [👉 Check the step-by-step guide to create your offer.](#)
  - [👉 Want more visitors at your booth? This video shows you how to achieve it with Lead Booster.](#)

Contact the sales team to purchase this product.

---

## DRONE RESTRICTION FOR SAFETY AND IMAGE RIGHTS

For **safety reasons and to protect image rights**, the use of drones inside the exhibition hall is strictly prohibited.

This measure aims to prevent physical risks to visitors and exhibitors, as well as to safeguard the visual confidentiality of commercial spaces. The use of drones could capture unauthorized images of booths, products, or personnel, which may lead to conflicts between brands and even legal implications.

---

## DRESS CODE

### Recommended Attire for Event Staff and Participants

Within the context of a professional event, we recommend that all participants—including exhibitors, their staff, and contractors—wear attire that reflects a business environment. This helps project a professional image aligned with the nature of the event.

### What do we consider professional or business casual attire?

Some examples include:

- Suits, jackets, blazers, button-down shirts, polos, dress pants
- Blouses, sweaters, skirts, or dress pants
- Closed-toe, comfortable footwear suitable for long working hours.



**We recommend avoiding clothing that may be considered too casual or not aligned with a professional environment**, such as:

- Overly revealing clothing
- Garments with offensive or inappropriate messages

- Flip-flops or beach sandals
- Sleeveless shirts, low-cut tops, or tank tops
- Backless dresses or those with very deep cuts
- Shorts or very short skirts

These recommendations apply equally to all individuals, regardless of gender identity or expression. Our goal is to promote a respectful, professional, and inclusive environment where everyone feels comfortable and represented, while maintaining the corporate nature of the event.

## PARKING FOR EXHIBITORS

To make the corresponding payment for parking, please present your **exhibitor badge** at the payment modules located on the exhibition floor, at the back of each hall, near the restrooms and food court area of Centro Banamex.

Concept	Time	Rate (MXN)
Up to 30 minutes	0 - 30 minutes	\$ 0.00*
Up to 2 hours	31 - 120 minutes	\$90.00
Up to 4 hours	121 - 240 minutes	\$180.00*
Up to 24 hours	241 minutes a 24 hours	\$270.00*
Exhibitor Rate	Per day / 24 hours	\$130.00*

### Important:

Parking rates are set directly by the venue (**Centro Banamex**) and are subject to change without prior notice. RX has no control over parking operations or pricing.

We appreciate your understanding and recommend verifying directly with the venue for any questions related to this service.

## TAKE CARE OF YOUR BELONGINGS AND SAFETY DURING THE EVENT

The safety of the event's common areas is managed by the Organizing Committee and the venue. **However, the spaces contracted by each exhibitor (booths) are the sole responsibility of the exhibitor, including personal belongings, display materials, and equipment.**

**Neither RX nor the venue is responsible for the theft or loss of personal items or booth materials.**

For this reason, we recommend taking additional precautions to protect your belongings:

- Do not leave personal items unattended
- Secure products and equipment with locks
- Store merchandise in locked display cases or storage areas built within the booth
- If you have valuable items, take them with you at the end of each day or store them safely

### Special Recommendation for International Exhibitors:

Avoid bringing important documents such as passports, visas, or large amounts of cash to the event. We recommend keeping them secured at your hotel, preferably in a safe deposit box. Likewise, **do not leave luggage unattended in your booth or common areas**, as this may pose a security risk and will not be monitored by event staff.



If you require dedicated **security personnel for your booth**, you may hire them through the event's official supplier.

If you wish to use your own security provider, you must request prior authorization and accreditation from the Organizing Committee. To do so, please contact your Customer Experience executive.

Event security **staff can place locks on laptops**, screens, and other electronic equipment at no cost. **It is the exhibitor's responsibility to supervise both the installation and removal of these locks**. In some cases, removing these devices may cause unintended damage to the equipment; therefore, **neither RX nor the venue is responsible for any issues resulting from this service. For this reason, we recommend that exhibitors bring their own locks.**



The venue has security cameras in certain areas, although not in all spaces. The handling of footage and any related procedures are regulated exclusively by the venue, in accordance with its internal policies. If access to camera footage is required, the exhibitor or contractor must submit the request directly to the venue and comply with its specified requirements.

If you are an international exhibitor and require consular assistance, we recommend contacting your embassy in Mexico directly. You can consult the official directory here:

[Embajadas en México – SRE.](#)

---

## MINORS: ACCESS AND PRESENCE

For safety reasons and in compliance with venue policies, **minors are not allowed access to the event**, including babies, children, and teenagers, at any time and under any circumstances.

A minor is defined as any person under eighteen (18) years of age or who has not reached the legal age of majority in their country of residence.

This restriction applies to **all areas of the event**, including the exhibition floor, common areas, digital platforms, and any related activities.



Minors are not permitted to participate in or interact with the event in any way, even with authorization from their parents or legal guardians. If any exhibitor, supplier, or participant brings a minor into the event, the Organizing Committee reserves the right to take action, including **non-renewal of the participation contract for future events**. Additionally, the minor will be required to **leave the venue immediately**.



We recommend that all participants arrange childcare in advance outside the venue, as **entry will not be allowed under any circumstances**.

# DISMANTLING

Event dismantling is divided into **two separate processes** that must be carried out in order and according to specific guidelines:

1. **Removal of products, display items, promotional materials, and furniture**
2. **Dismantling of the booth structure** (modular system or custom build)

## GENERAL DISMANTLING SCHEDULE:

DATE	TIME	DISMANTLING PHASE
Thursday, August 20, 2026	19:00	Event ends
	19:00 a 19:30 h.	Visitor exit
	19:30 a 20:00 h.	Carpet removal
	20:00 a 20:20 h.	Loading dock curtains open
	20:20 a 23:59 h.	Dismantling
Friday, August 21, 2026	00:00 a 04:00 h.	Dismantling
	04:00 h.	Dismantling ends

The established schedules are a reference for starting the dismantling process; however, they may be subject to adjustments due to factors such as:

- Complete exit of visitors
- Carpet removal and general cleaning
- Availability of loading docks for loading and departure

Please note that access and exit are managed according to the venue’s logistics and safety protocols. Your patience and cooperation are key to ensuring an efficient process.



**Important Rule:**

- Dismantling must begin at **20:20 hrs.** Waiting until late at night to start is not permitted.
- Delays in starting may prevent you from meeting the final deadline.
- **For every hour of delay in starting dismantling, the Committee may apply a penalty fee if the booth is not fully removed within the established timeframe.**

## KEY POINTS FOR DISMANTLING:

### ✔ Exhibitor Responsibilities

- Adjust dismantling logistics according to the schedules and rules established by the Organizing Committee
- Plan flights, accommodations, and logistics based on the official timelines
- Directly supervise the entire process, including removal of furniture, products, and structures
- Ensure that the contractor complies with all timelines and regulations



### 🕒 Schedule Compliance

- It is mandatory to begin dismantling at the **start of the established schedule (20:00 hrs)**  
Arriving only during the final hours of the dismantling period is not permitted, as this affects overall operations
- The booth must be completely removed within the time allocated according to its size
- It is strictly prohibited to begin dismantling activities **before 20:00 hrs**
- Product removal is not allowed during event hours

### 🚫 Consequences of Non-Compliance

If the booth is not removed within the established timeframe, the exhibitor will be charged for:

- Additional floor space usage
- Debris removal
- Any required extraordinary services

The Organizing Committee is not responsible for loss, damage, or missing items if the exhibitor or contractor fails to comply with the established schedule.

**For each hour of delay in starting dismantling, the Committee may apply a penalty fee if the booth is not fully removed within the designated timeframe.**

### 🧹 Cleaning and Removal of Materials


- At the end of the event, the exhibitor and/or contractor must remove all booth elements, including structures, furniture, promotional materials, and waste.
- Leaving trash, debris, or abandoned materials is strictly prohibited, even if the booth is considered disposable.
- If any waste or debris is found, a **fine will be applied**, and the costs of cleaning or debris removal will be charged to the exhibitor.

## 1. REMOVAL OF PRODUCTS OR EXHIBITION ITEMS

The removal of products is divided into two modalities, depending on the type of items and how they are transported:

### Manual Removal (no handling equipment)

#### Authorized Schedule:

 Thursday, August 20, 2026, from 19:00 to 20:00 hrs



#### Description:

During this time, small or lightweight items may be **removed by hand**, without the use of carts, platforms, or vehicles.

#### Access points for manual removal:


- Emergency exits located in the loading dock area (**pedestrian exit only**). Curtains will **not** be opened.
- Regular venue exits connected to: Escalators, Elevators and pedestrian access points to the street or general parking.

#### Important:

- The use of carts, rolling suitcases, or any type of platform is not allowed.
  - Only exhibitor badges will be granted access during this time.
- 

### Removal with Handling Equipment (dollies, carts, platforms)

#### Authorized Schedule:

 Thursday, August 20, 2026, starting at 20:00 hrs



#### Description:

This time slot is designated for removing products or exhibition items that, due to their weight or size, require the use of handling equipment (dollies, carts, platforms, etc.).

#### Removal Process:

##### 1. Vehicle Entry

Gate 4

A control slip will be issued. It is important to clearly indicate that the activity to be performed is **product removal**.

- **Emergency exit doors in the loading dock area will be enabled, but dock curtains will remain closed during this period.**
- A loading dock will be assigned once the exhibitor confirms that the products are ready for loading.

##### 2. Use of Handling Equipment:

- Permitido el uso de carritos, diablitos góndolas etc.
- El personal debe portar gafete de expositor.

#### Recommendations:

- Do not block aisles or access points during the operation
- Avoid leaving products unattended

## Recommendation for Removing Light Items (products, promotional materials, paperwork, or light furniture)

During the period designated for manually removable items, it is recommended to use the **regular (public) parking area** for this operation, provided that the vehicle meets the size requirements for entry.



This is recommended because the loading dock area often experiences **high demand**, which may lead to delays or logistical complications. Using the regular parking area can ensure a more efficient and organized exit.

**Important:** During this period, the venue will disable escalators and elevators.

---

## DISMANTLING OF BOOTH STRUCTURE

### Authorized Schedule:

Thursday, August 20, 2026, starting at 20:00 hrs

### Conditions to begin dismantling on the exhibition floor

Dismantling of the booth structure (whether modular or custom build) may only begin when:

- There are **no visitors on the exhibition floor**
- Carpets have been **completely removed**
- Loading dock curtains are opened at **20:00 hrs** to allow contractor access



### Safety requirements for dismantling

All personnel on the exhibition floor must wear:

- A valid **badge** (exhibitor or set-up/dismantling)
- Complete **Personal Protective Equipment (PPE)**

### Dismantling Process on the Exhibition Floor

#### 1. Contractor Entry

- Access through emergency doors and dock curtains starting at **20:00 hrs**
- Must wear a **set-up/dismantling badge** and full **PPE**

#### 2. Booth Dismantling

- Can only begin from 20:00 hrs
- Leaving trash or materials in aisles or neighboring booths is strictly prohibited

**Important:** Booth remains (wood, structures, fabrics, etc.) are not considered trash and must be removed by the exhibitor or contractor

#### 3. Inspection and Exit Slip

- The **Floor Manager** will inspect the area
- If everything is in order, the exit slip will be signed. This slip is given to the driver when entering through Gate 4, and must be presented signed upon exiting the venue; otherwise, the vehicle will not be allowed to leave.

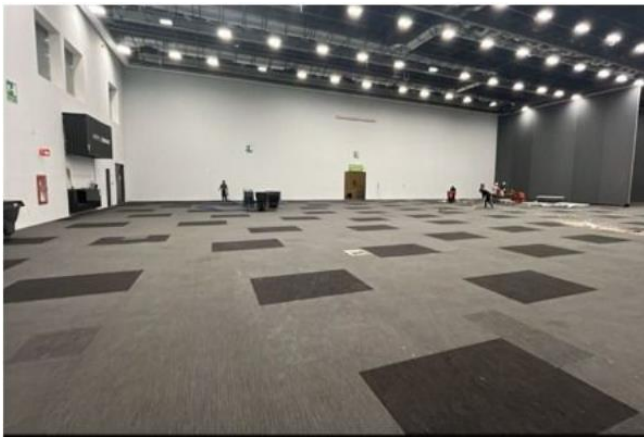


## VISUAL EXAMPLES OF A PROPERLY DISMANTLED BOOTH



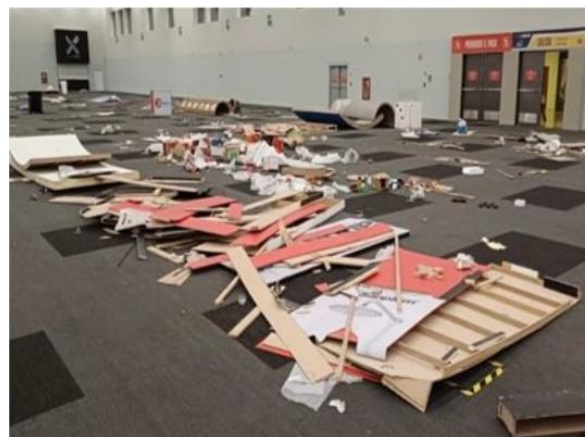
### Correct:

Photo of a dismantled booth, clean area with no debris or waste



### Incorrect:

Photo of a booth with wood scraps, fabrics, or trash left in aisles



## **VEHICLE ACCESS TO LOADING DOCKS FOR STRUCTURE REMOVAL (BOOTH)**

This process occurs in parallel with dismantling on the exhibition floor, but it can only begin once the booth has been **completely dismantled** and the area is **free of debris**.

### **Steps for Dock Access**

#### **1. Vehicle Registration at Gate 4 (Centro Banamex)**

**Location:** Gate 4 of the venue.

- **Slip issuance: Two slips** Will be given to the driver:

- Centro Banamex Slip:** Allows monitoring of dock entry time and calculation of the corresponding charges.

- Organizing Committee (RX) Slip:** Required to authorize access to the loading docks. This slip will be signed by the **Floor Manager** once the area is ready for booth removal.



**Important:** If a vehicle attempts to access the loading dock barriers without the Organizing Committee slip, entry will **not be permitted**, even if it has the Centro Banamex slip.

#### **2. Delivery of slip on the exhibition floor**

- The driver must hand over the **Committee slip** to the personnel dismantling the booth
  - Once dismantling is completed, the same slip must be submitted to the **Floor Manager** for inspection, signature, and stamp.
- 
- The Floor Manager's signature confirms that:
    - The booth has been fully dismantled.
    - The area is clean, free of materials, and without damage.
    - Authorization can be granted for entry to the loading docks.

#### **3. Autorización de ingreso al andén**

- El ingreso solo se autoriza cuando:
  - El stand esté completamente desmontado.
  - El área esté libre de materiales y sin daños.
  - Haya espacio disponible en los andenes.
- El Floor Manager valida y firma la papeleta del comité.

#### **4. Carga y salida**

- La unidad ingresa al andén asignado.
- El chofer presenta la papeleta firmada al personal de seguridad para salir del recinto.

### **Consideraciones importantes**

- **Tener la papeleta no garantiza acceso inmediato al andén.** El acceso está sujeto a revisión y disponibilidad de espacio, por lo que puede tomar tiempo.
- En desmontaje, es fundamental que el personal se **identifique correctamente** como expositor o montador.
- También deben **indicar claramente la actividad** que realizarán en andenes:
  - Retiro de producto
  - Retiro de mobiliario
  - Retiro de estructura, sobrantes o basura restante del stand.

---

## CONDUCT AND RESPECTFUL INTERACTION

At our event, we promote an environment of **respect, collaboration, and professionalism** among all participants: exhibitors, brand representatives, suppliers, guests, venue operational staff, security personnel, event staff, contractors, and the Organizing Committee.

El Compliance with the established processes and rules is essential to ensure the **safety, fairness, and proper operation** of the event. These rules apply equally to everyone involved, without exception.

### The following is strictly prohibited under any circumstances:

- **Verbal aggression**, such as shouting, insults, threats, or discriminatory language
- **Physical aggression**, including pushing, unauthorized contact, or damage to people or property
- **Undue pressure, intimidation, or abuse of authority** to obtain access, permits, or services outside established procedures

Disagreement with any rule or procedure does not justify mistreatment or inappropriate behavior toward others. Mutual respect is the foundation of a healthy and professional environment.

**Incident Management:** Any situation that compromises respect, safety, or compliance with procedures will be **documented and evaluated** by the Organizing Committee and the venue.

**Measures in Case of Non-Compliance:** The Organizing Committee may apply corrective actions, including but not limited to:

- Immediate removal of the involved personnel
- Partial or total closure of the booth
- Disqualification from participating in future editions of the event

These actions will be taken **without the right to a refund** and may be accompanied by legal measures if deemed appropriate by the affected parties.



In the event of any legal action between participants, RX expects that such matters be resolved through the appropriate legal channels. RX is not, and will not act as, an arbitrator regarding the existence of valid and enforceable rights, nor will it act as an enforcement agent or representative in relation to any legal action.

RX assumes no responsibility and will not intervene in disputes between participants, and reserves the right to remove from the event any participants who do not comply with our policies.



- Example: copy of a letter or email sent
- E. Proof of intellectual property rights
- Clear and valid written evidence supporting the claimed IP rights
  - Example: IMPI registration certificates and proof that such rights are valid and in force
- F. Evidence of alleged infringement
- Proof of the products/materials used by the accused exhibitor at the event
  - Example: clear photographs of the products or copies of materials displayed at the event
  - Photos from other locations or websites will not be accepted

Important:

The Claimant must coordinate with Management to take photos of the allegedly infringing product/material. Claimants must not take such photos themselves.

G. Contact Information

- Name, title, email, and phone number of a designated representative authorized to act on behalf of the Claimant during the Event

The Claimant must allow Management at least **24 hours** to review the submitted evidence and respond with any actions it intends to take, at its sole discretion.

**Exhibitors are advised that Management will not interpret utility patent claims, nor the scope of protection of a registered trademark, registered copyright, or any registered right.**

**Management will not issue specific judgments regarding the adequacy of patent disclosures, the validity of any patent, the likelihood of confusion between different trademarks, the fame or dilution of a trademark, the fair use of another party's trademark, priority of trademark rights, what constitutes substantial copying of a copyrighted work, or what qualifies as fair use of a copyrighted work.**