

ibtm
AMERICAS

AGO 19-20, 2026
CENTRO BANAMEX
CIUDAD DE MÉXICO

WHERE CULTURES MEET
TO DO BUSINESS

**STEP-BY-STEP
GUIDE
IBTM AMERICAS
BUSINESS
MEETINGS**



Built by
RX In the business of
building businesses

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ibtm AMERICAS

WHERE CULTURES MEET
TO DO BUSINESS

Step-by-step guide

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Introduction

IBTM Americas brings together key players from the meetings and events **industry** in a space designed to generate high-value business opportunities.

As a **Main Stand Holder (MSH) or Sharer**, your participation allows you to **connect** with strategic **Hosted Buyers** through one-to-one meetings that foster **new partnerships**, projects, and commercial opportunities.

This guide will **help** you clearly understand each stage of the process—from completing your exhibitor profile and **selecting meeting preferences**, to building a strategic agenda that **maximizes your results** during IBTM Americas.



TERMS & CONDITIONS FOR BUSINESS MEETINGS

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1. Appointment Schedule Allocation

- 1.1. Each participant in the role of MSH (Main Stand Holder) and Sharer (co-exhibitor) will be entitled to one (1) agenda of up to twenty-five (25) business appointments.
- 1.2. Each agenda includes between eight (8) and nine (9) appointments per day.
- 1.3. It is recommended that each exhibitor have more than one representative available to attend scheduled appointments.
- 1.4. Each appointment will have an approximate duration of twenty (20) to twenty-five (25) minutes.
- 1.5. All appointments will take place at the exhibitor's assigned stand during the event.

2. Pre-Event Obligations (Planning Stage)

- 2.1. The exhibitor must fully complete the company profile within the Exhibitor Hub platform.
- 2.2. The MSH will be responsible for registering all corresponding Sharers (co-exhibitors). It is mandatory that all Sharers, without exception, have a unique email address; the same email may not be used for multiple users.
- 2.3. Each Sharer must complete their exhibitor profile within the Exhibitor Hub platform.
- 2.4. It is mandatory for both MSH and Sharers to complete the Matchmaking section, as this will be decisive for appointment allocation.
- 2.5. The deadline to complete the above points is June 15, with no exceptions.
- 2.6. The exhibitor must define whether they will use a single agenda or multiple agendas and notify CX Marysol Cerón by the same deadline (June 15).

2.7. The MSH is responsible for defining whether they will have independent profiles in the case of separate agendas, as well as ensuring the correct delivery of access credentials by their CX business appointments contact.

2.8. If the contract is completed after July 1, the likelihood of receiving fewer appointments will be higher, as the selection process begins on that date for previously active exhibitors.

3. Business Appointment Platform (EventsAir) and Preference Selection

3.1. During the first stage, both MSH and Sharers must select up to fifty (50) Hosted Buyer preferences with whom they wish to meet.

3.2. In the case of a multiple agenda setup, up to one hundred (100) Hosted Buyer preferences may be selected. These do not represent confirmed appointments, only preferences.

3.3. The deadline to complete this selection is July 28 at 18:00 hours.

3.4. It is recommended to complete the selection during the first days of the opening period due to high demand for appointments from Hosted Buyers, which may limit availability.

3.5. On July 29, each MSH and Sharer will be responsible for reviewing and validating the matchmaking results.

3.6. Participants who do not have a full agenda must enter the second selection stage during the additional appointment opening scheduled for August 5.

3.7. It is the exhibitor's responsibility to download their final agenda and review in advance the Hosted Buyers with whom they will be meeting.

4. On-Site Event Obligations

4.2. If a Hosted Buyer does not attend the appointment, the exhibitor must immediately notify their CX contact, Marysol Cerón, business appointments coordinator, via WhatsApp at 55 9198 3994.

4.3. The notification must be made after a ten (10) minute grace period from the scheduled start time.

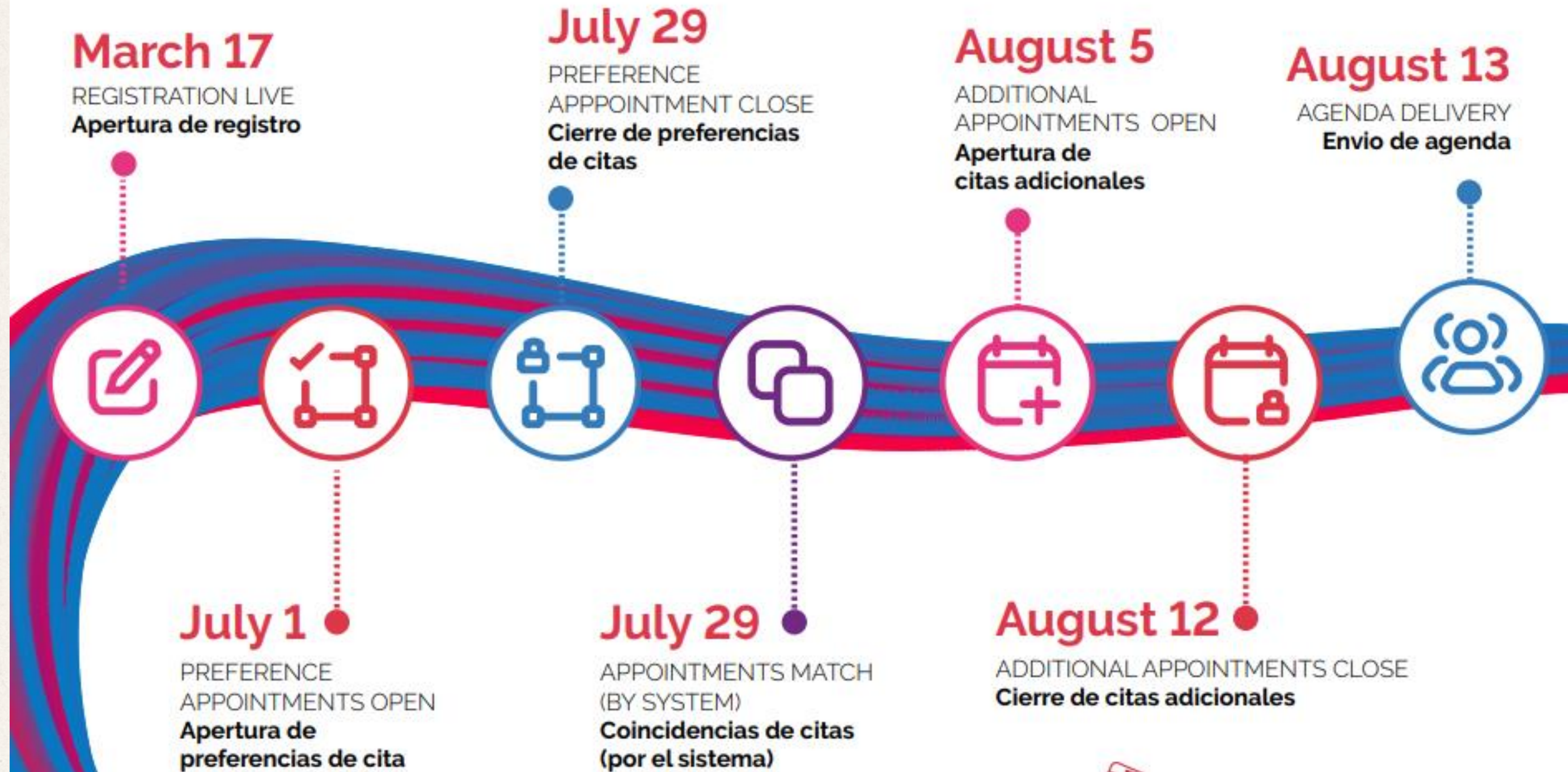
4.4. The exhibitor is responsible for reporting the no-show of the Hosted Buyer and will have a maximum of fifteen (15) days after the event to do so. This will allow the committee to request that the Hosted Buyer complete the meeting via video call. If not reported within this period, it will not be possible to process such a request.

4.5. This action will allow the Organizing Committee to locate the corresponding Hosted Buyer.

5. Attendance Grace Period

5.1. Hosted Buyers will have a maximum grace period of ten (10) minutes after the scheduled appointment time to arrive at the exhibitor's stand.

5.2. The exact grace period may be subject to confirmation by the Organizing Committee.





IMPORTANT PROCESS DATES

ACTIVITIES	START DATE	DEADLINE
Profile registration and completion (Applies to MSH & Sharers)	March 17	June 15
EVA training (Appointment Platform)	July 1	
First Stage	July 1	July 29
Second Stage	August 5	August 12
Agenda Delivery	August 13	
EVENT	August 19–20	

EXHIBITOR PROFILE

Main Stand Holders

Sharers

What is the Exhibitor Hub?

The **Exhibitor Hub** is the **digital platform** where you will find all the tools needed to manage your **participation** in the event, including:

- Lead Manager
- Exhibitor Dashboard
- Business Meetings (Appointment System)
- Exhibitor Profile configuration

Edit Profile Page
This information will appear on the show website.

Exhibitor Dashboard
Measure performance and get critical data to boost your event strategy

Meetings and Appointments
Access and manage your appointments

Lead Manager App
(formerly Emperia)
Lead Capture Services
A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia).
(Total: 0, New: 0)

Manage lead booster
Create offer and gain attraction to your product or service

Exhibitor Profile

The Exhibitor Profile within **the platform** is where the most **relevant information** about your company or brand is registered.

In this section, you can include:

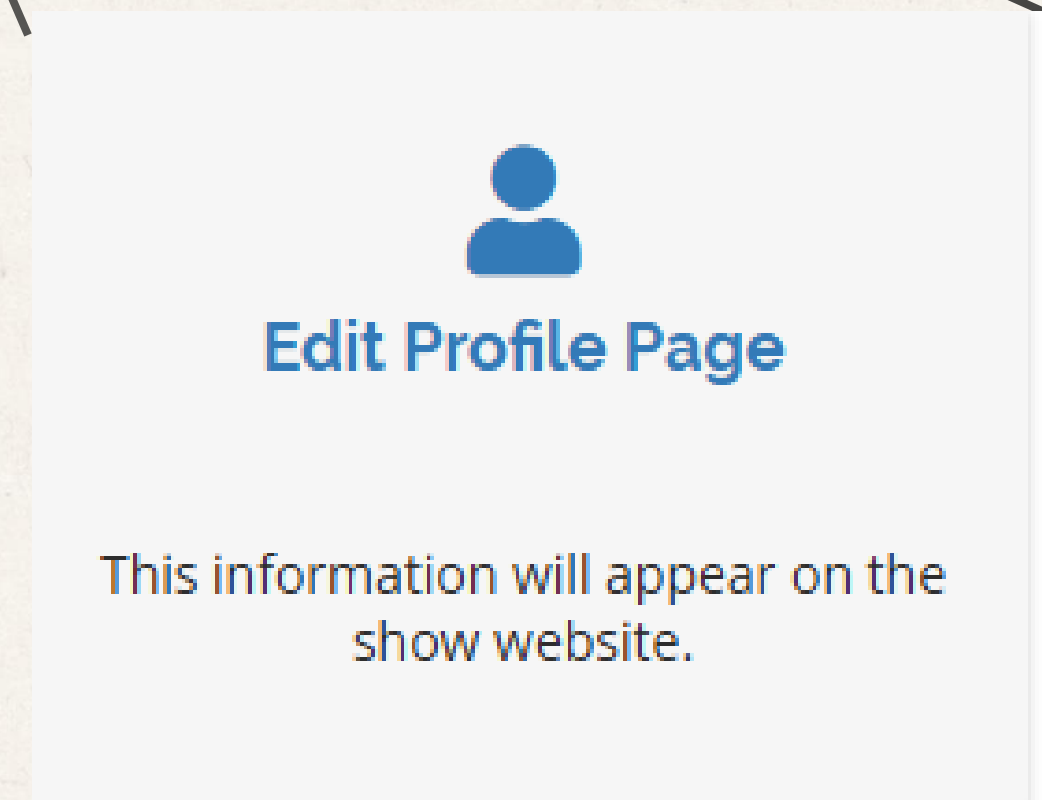
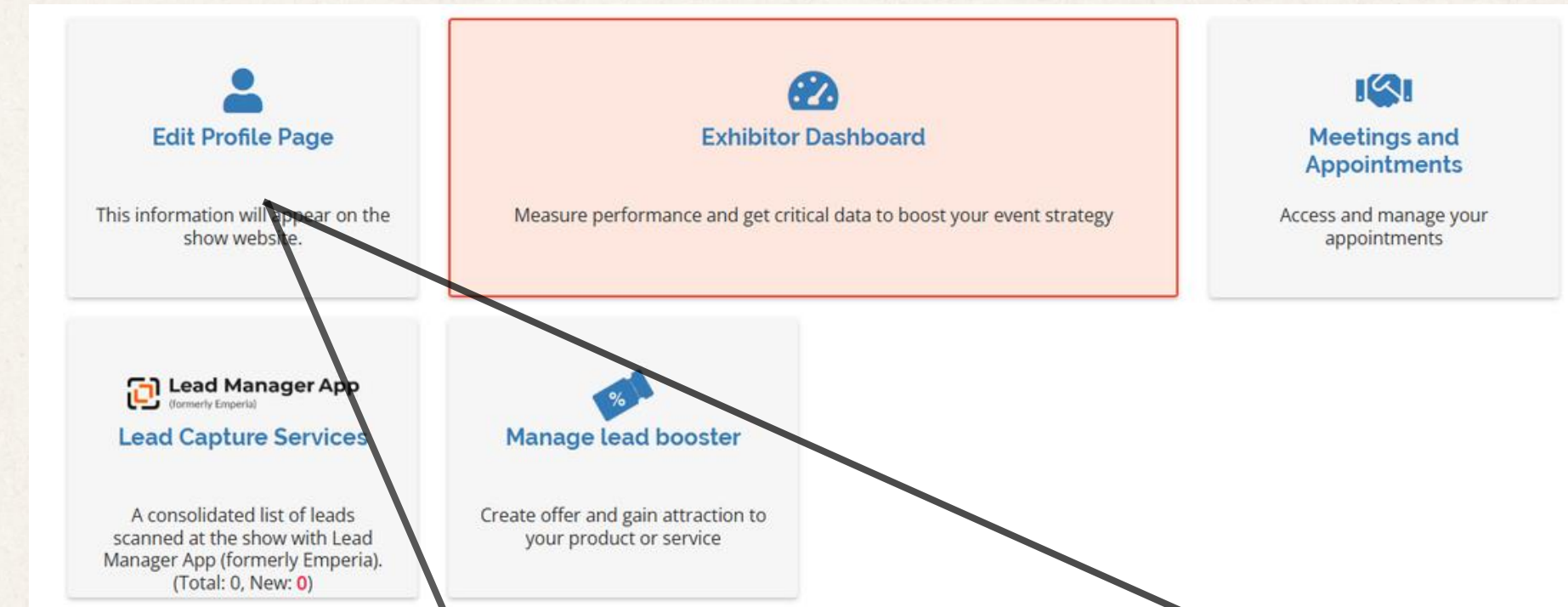
- Company name
- Company description
- Logo
- Products / services catalog
- Social media links

Access the following link to [download the PDF](#) **step-by-step** guide for completing your profile.

This section also includes two key features:

- Matchmaking
- Product Gallery

These help showcase your offering and improve the generation of business meetings with buyers.



How to access the Exhibitor Profile

01 You will receive an email invitation to **access** the Exhibitor Hub platform OR you can log in directly via the following link:

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

02 **Username:** Use the email address of **the main contact** of your company. If you use an email NOT registered in the system, you will not be able to access the platform.

03 **Password:** Create a new password. If you do not remember it or did not create one, click “Forgot Password” to reset it.

04 Once logged in, click **Edit Profile** to complete your company information.

Access the following link to watch the YouTube tutorial video. [Youtbe](#)



Matchmaking

Within the Exhibitor Profile, complete your company information (**Matchmaking is mandatory**).

Select categories and keywords that accurately describe your offering. This **increases your visibility and improves the relevance** of matches with **Hosted Buyers**.

IBTM AMERICAS - AUGUST 2026 SPECIFIC

Matchmaking

Select items that best represent your company to help visitors find you through our recommendations (emails and matching while they visit the website). Where specified, the selection is also used to help visitors find you on the website directory.

Seleccione la(s) región(es) geográfica(s) en la(s) que opera su empresa.

Your selection will be used for both Filters in the website directory and for Matchmaking

Latinoamérica Norteamérica

Seleccione la categoría de su producto o servicio.

Your selection will be used for both Filters in the website directory and for Matchmaking

Destinos



How to add your Sharers (Co-exhibitors)

Only applies to Main Stand Holders (MSH).

Step 1

Only applies to Main Stand Holders (MSH).

To add your Sharers, locate the “**Sharers**” icon and click “**Add**”.

If you do not have Sharers, this section does not apply to you.



Deadline for this process: **June 15, 2026**

The screenshot shows the ibtm AMERICAS interface. At the top left is the logo. Below it is a table with columns: Company Name, Digital offering, Stand location, Stand size, and Stand type. The table contains one row: Test IBTM 1, Bronze package, CT 01, 1 m², and -. Below the table are three buttons: 'Edit Profile Page' (with a person icon), 'Sharers' (with a person and plus icon, circled in red), and 'Lead Manager App (formerly Emperia) Lead Capture Services' (with a square icon). Below the 'Sharers' button is the text 'Add and manage your allocated Stand Sharers'. Below the 'Lead Manager App' button is the text 'A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia). (Total: 0, New: 0)'. A black arrow points from the 'Sharers' button back to the text 'To add your Sharers, locate the “Sharers” icon and click “Add”.'

Company Name	Digital offering	Stand location	Stand size	Stand type
Test IBTM 1	Bronze package	CT 01	1 m ²	-

Sharers Registration

Step 2

- 1. Click on the **“Stand Sharer”** section to register your Sharer.
- 2. Click on **“Add Stand Sharer”** to open the form and complete each Sharer’s details.
- You can also access this directly from the **Co-exhibitor button** in the main menu.

The screenshot shows a user interface for managing sharers. At the top left, a 'Profile completeness' bar indicates 92% completion. Below this are three navigation tabs: 'Profile', 'Stand Sharers (0 of 17)', and 'Company Administrators'. The 'Stand Sharers' tab is highlighted with a red circle. A yellow warning banner below the tabs reads: 'WARNING: deactivating a sharer will result in them losing their badge, diary and any other entitlements. Please contact the event sales team if you have any queries regarding sharer allocation or amendments.' Below the warning, a status line says: 'You currently have 0 active Stand Sharers, out of 17 (package: up to 17) | Sharers Gold entitlement : 0/0 Sharers Silver entitlement : 0/0'. At the bottom of this section is a blue button labeled '+ Add Stand Sharer', which is also circled in red. In the top right corner, there is a 'Translations' dropdown menu set to 'Default Language (Spanish)'.

This block contains two screenshots. The left screenshot shows a 'Coexpositor' button with a person icon and a plus sign. Below the icon, the text reads: 'Agrega y gestiona a los participantes asignados a tu stand'. The right screenshot shows a dashboard with several tiles. The 'Exhibitor Dashboard' tile is highlighted with a red border. Other tiles include 'Editar perfil', 'Lead Manager App', 'Administrar Digital Incentives', and 'Reuniones'. A large black 'X' is drawn over the right screenshot.

Complete your Sharers' information

Step 3

Make sure to register the name of the person who will be **responsible for managing business** appointments, as this will be the only user granted access to the Exhibitor Hub. It **is essential** to carefully **verify** all registered information, **especially the full name and email address.**

Once you have **completed** all the required **information**, do not forget to save the changes to ensure that the data is correctly **recorded.**



Please note: the profile needs to be completed in Spanish

Create New Stand Sharer

* Indicates a mandatory field

Company Name *
This is the legal name of the Stand Sharer's company. This will not be displayed on the website.

Display Name *
The name of the company as it will appear on the website. This can be the same or different to the 'Company Name'.

Stands
Assign a stand ID for the sharer.

Address Line 1 *
House name/number and street, P.O. box, company name, etc.

Address Line 2
Apartment, suite, unit, building, floor, etc.

Town / City

State / Province / Region

Country / Region *

ZIP / Post Code

Administrator First Name *

Administrator Last Name *

Administrator Email *
Please enter the email address of the person you want to become the Administrator. An invitation to login will be sent to them.

Built by

Successful Sharer Registration Process

Step 4

If your **Sharers** have been **successfully** registered, they will appear on the main Stand Sharers screen.

If they do **not appear**, it means the information was **not saved correctly**.

Please verify that each Sharer receives their access email and sets up their password.

Exhibitor Hub Event website Logout

Logout

Stand Sharers

WARNING: deactivating a sharer will result in them losing their badge, diary and any other entitlements. Please contact the event sales team if you have any queries regarding sharer allocation or amendments.

You currently have 2 active Stand Sharers, out of 5 (package: up to 5) | Sharers Gold entitlement : 0/0 Sharers Silver entitlement : 0/0

+ Add Stand Sharer

Exhibitor name	Status	Online Package	Stand Sharer Allocation
PRUEBA SHARER 1	<input checked="" type="checkbox"/> Active	Bronze	T 01 x
PRUEBA SHARER 2	<input checked="" type="checkbox"/> Active	Bronze	T 01 x

(S) - Indicates the stand sharer has upgraded the online package from Bronze

Cancel Save

Types of Agendas

SEPARATE AGENDAS

MULTIPLE AGENDAS



Deadline to select your agenda:
July 15

This is a format in which each agenda has an independent exhibitor profile, allowing differentiation of information, objectives, and value proposition.

Buyers can select each profile separately, which improves segmentation, increases visibility, and generates more opportunities for strategic matches.

VS

This is a format in which an exhibitor manages all appointments from a single profile within the platform.

Even if multiple agendas have been purchased, they are filled sequentially, meaning one is completed before moving to the next.

This option **REDUCES** the ability to maximize your 50 preferences and the opportunity to generate more business meetings.

Multiple and Separate Agendas

What are the differences?

SEPARATE AGENDAS

MULTIPLE AGENDAS

OPTIONS

EXHIBITOR HUB / EXHIBITOR PROFILE

Description	Comments	Description	Comments
Separate Exhibitor Profiles	Each one must complete their profile, upload their logo, fill out matchmaking info, etc. The information in the profiles must be visibly different for buyers.	1 exhibitor profile only	Only one exhibitor profile to upload information.
Separate accounts and access	It is necessary to assign a different account to each name (person who will attend the agenda at the expo) with different emails. **Access is personal and the names and/or emails CANNOT be repeated.	Only 1 account and 1 access	This means that if you have enough mutual selections, you can have more agenda slots. Agendas are filled sequentially. Complete agenda 1 and then move on to the next one, No. 2, 3, etc.

Multiple and Separate Agendas

What are the differences?

SEPARATE AGENDAS

MULTIPLE AGENDAS

AGENDAS

WHAT THE BUYER SEES

Description	Comments	Description	Comments
1 agenda per profile: Exhibitor and sharer(s)	You can achieve a maximum of 32 business appointments over the 2 days, 16 appointments per day, **always and when the selection between Exhibitor and buyer is mutual; other factors such as the buyer's and exhibitor's popularity may also affect availability.	Multiple	
The buyer sees two different profiles when selecting their preferences.	Profiles must be clearly different for buyers to understand who they are choosing to meet with. If they are not properly differentiated, the buyer will choose randomly. This will impact mutual selection (match).	The buyer sees only 1 profile to select their appointment preferences.	

Multiple and Separate Agendas

What are the differences?

SEPARATE AGENDAS

MULTIPLE AGENDAS

HOW MANY PREFERENCES EACH ONE RECEIVES

IMPORTANCE AND DIFFERENTIATION

Description	Comments	Description	Comments
Each exhibitor and sharer receives a maximum of 50 preferences to select each one.	It increases the possibility of obtaining more matches (mutual selections).	You only get the 50 preferences to select based on a single exhibitor profile.	
It makes sense when you want to direct business appointments to a specific business unit or group. Example: Hotel Chain with multiple locations in LATAM, Europe, etc. Although they are the same company, they may want to have different profiles, properly promoted, so that interested people can select them separately. ***	If companies are not directed correctly to the right target, buyers may not show up.	It makes sense when your company is very well known and recognized and many buyers select you in their preferences. Still, we recommend having separate profiles.	

What happens after completing the Exhibitor Profile?

Once the Exhibitor Profile is **fully completed**, access to the business appointment platform **will be activated**, where the agenda process and **Hosted Buyer selection** will take place.

Reminder:

Once **Sharers** are registered, **each one** must log in to the Exhibitor Hub and complete their **exhibitor profile**.

Important note:

Each MSH is **responsible** for registering their Sharers, and each Sharer is responsible for **completing** their profile, as this step is **essential** to move **forward in the process**.

Remember that starting July 1st, access to the appointment platform will be enabled.

1st STEP

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Preference Appointments Open

Preference Appointment Close

Appointments Match (by system)

First Stage Appointment Preference Process

Opening of appointment preferences

Once your Exhibitor Profile is **completed** in the **Exhibitor Hub**, you will be able to access the “**Meetings**” section and select up to **50 Hosted Buyers** of interest to **request meetings** during the event.

Closing of preferences – First Stage

Once the **deadline** is reached, the **platform will close** the selection of preferences.

It **is important to complete your selection** before the closing date in order to participate in the appointment assignment process.

Appointment matchmaking

The platform will **analyze the selected Hosted Buyer** preferences to generate meeting matches and begin building your business appointment agenda for the event.



01 On **June 31**, you will receive an email from **marysol.ceron@rxglobal.com** with the subject: **“You can now access your EventsAir profile - IBTM AMERICAS 26”**



02 On **July 1**, a **training session** will take place to explain platform usage.



03 The EVA platform will open on **July 1**.

eventsair

USERNAME

PASSWORD

Login Login with SSO

Forgot your login details?

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Appointment Platform **ibtm** AMERICAS

(EventsAir)

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Step 1

Once inside the appointment platform, go to the “**Preferences**” section. Click to display a list of companies.

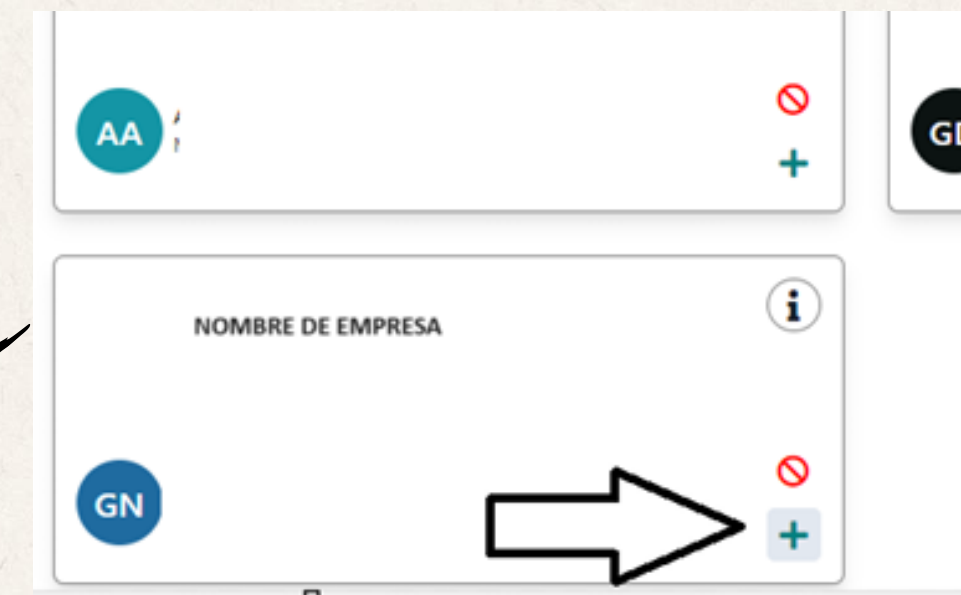
You can filter by:

- Region
- Product/service
- Alphabetical order

Select your desired companies by clicking the “+” icon.



Deadline for preference selection: **July 29**



Number of preferences selected

Step 2

Selections are saved automatically, and a **pie chart** will show your progress.

Remember: you must select 50 Hosted Buyers of your preference.



What happens after selecting Hosted Buyers?

Once Hosted Buyer selection is completed, the system will run the **matchmaking** process, **generating meeting matches** based on participant **preferences**.

Important follow-up

Please make sure to monitor **the closing** date for the first-stage selection, which is **July 29**.

Next steps

- If you have a **complete agenda**, review your scheduled preferences.
- If you do not reach the required number of appointments, you will need **to participate in a second selection stage**.

Reminder

A complete and strategic selection increases the likelihood of obtaining meetings aligned with your business objectives.

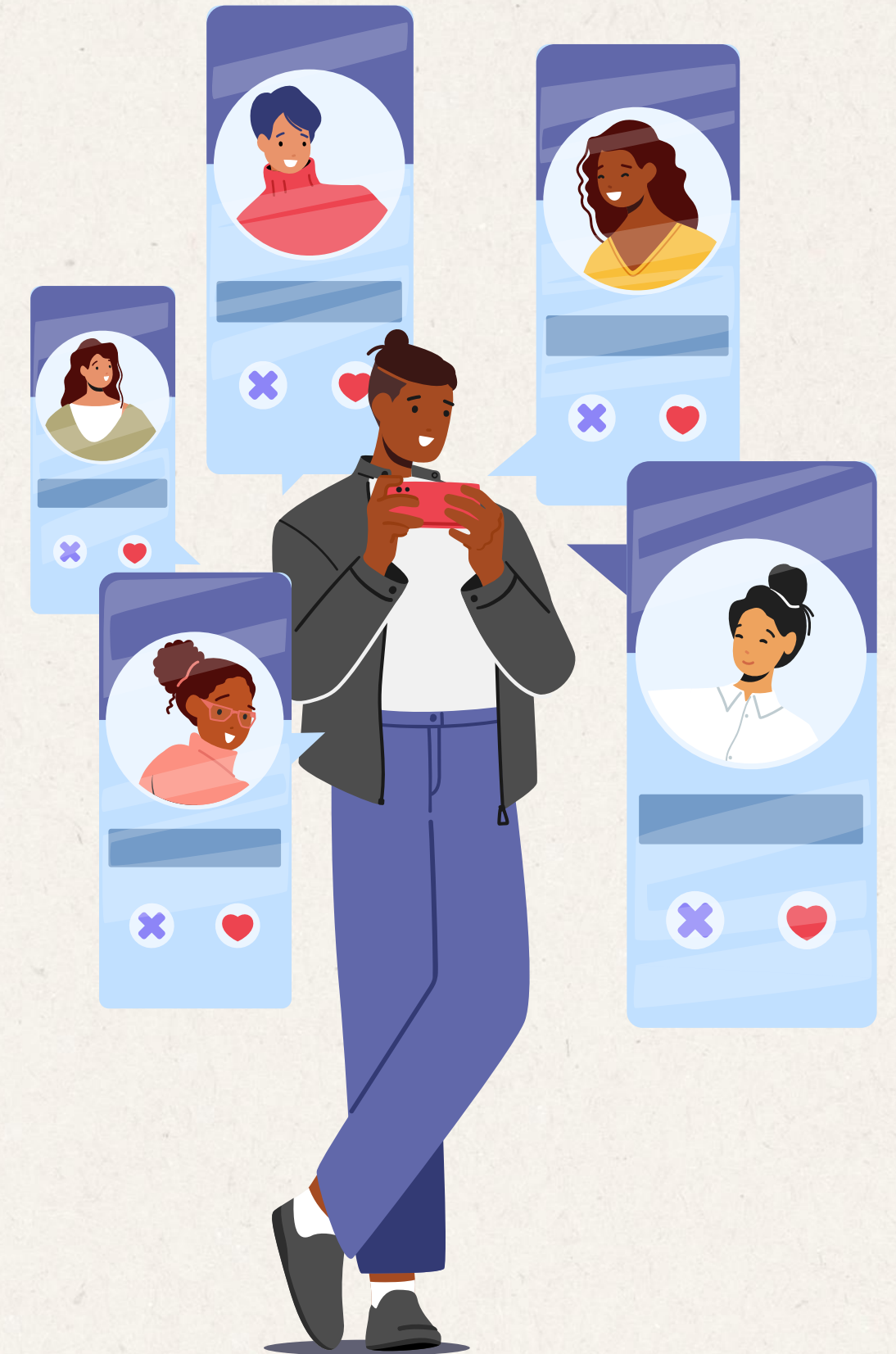
Matchmaking (Appointment Matching)

The **Matchmaking** process is the stage in which interest matches are generated between **MSH/Sharers and Hosted Buyers**, based on previously selected preferences.

During this phase, the appointment platform validates and cross-references **the 50 preferences** to ensure alignment between both parties.

Once **matched**, the system automatically **builds** the appointment agenda, assigning strategic meetings **based on compatibility**.

This process is essential to ensure high-value meetings and maximize real business opportunities.



2nd STEP

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**Opening of Additional
Appointments**

Closing of Additional Appointments

Delivery Agenda

Second Stage of Appointment Preferences Process

Opening of Additional Appointments

A second selection stage will be enabled to complement your appointment agenda, **allowing you to choose new Hosted Buyers** based on remaining availability.

Closing of Additional Appointments

Once the **deadline** is reached, the platform will **permanently close** the preference selection.

It is **essential to complete your selection** before this deadline, as this information will be used to generate your final appointment schedule.

Delivery Agenda

Once the process within the appointment platform is completed, **your agenda** will be **available for review and download** through the EventsAir app.



Second Preference Selection Process

Access the EVA profile



August 5

Refer to **page 25**

Opening of Preferences

Once inside the platform, you will be able to review the **matches** generated by the system.

You may **cancel and/or reject** any appointment if you do not wish to attend it.

You will also be able to **select new Hosted Buyers** based on remaining availability.

▲ Important: At this stage, meetings will depend on whether the Hosted Buyer accepts or rejects your request; they will no longer be assigned through automatic matching.



Closing of Second Preference Selection



August 12

Once the appointment platform is **fully closed**, it will not be reopened under any circumstances.

For this reason, it is highly **recommended** to complete your agenda **during the first stage** and use the second stage only to fill any remaining gaps.



Final Agenda (EventsAir App)

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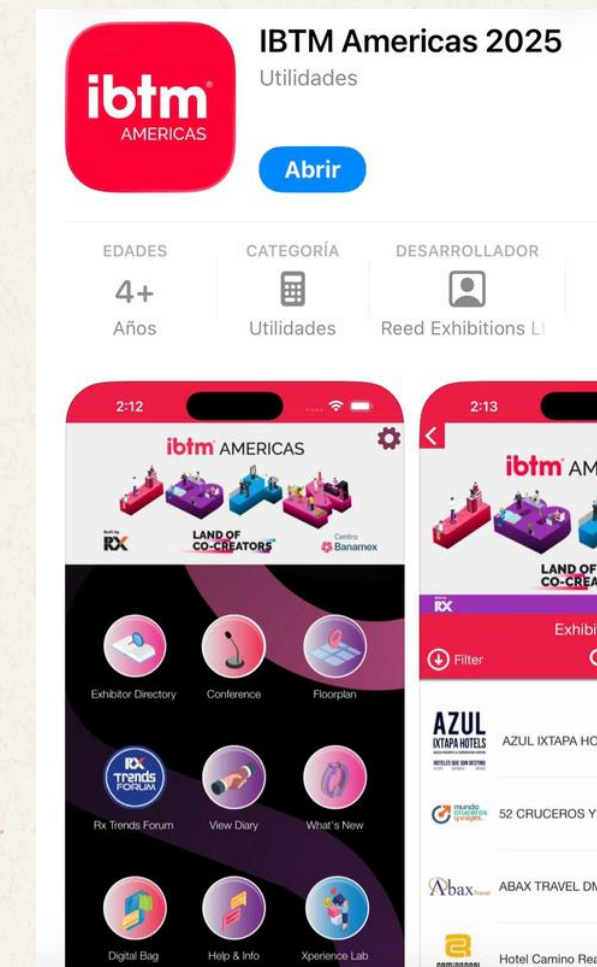
Delivery Agenda



August 13

Your agenda will be available for **download** the day after the platform closes.

You will be able to access it through the **IBTM Americas app**, which will also be shared with you **via WhatsApp and email** along with your final confirmed meeting.



Plan Your Participation

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Pre-Event

- We recommend bringing a colleague to support you during meetings, as there is no designated lunch break and you may need to divide appointments.
- Research and review information about your buyers in advance.
- Be ready at least 5 minutes before each meeting.
- Prepare a brief introduction about your company (who you are and what you do).
- Bring a laptop or tablet with your updated catalog.
- Have enough business cards available.
- Optional: bring a small branded giveaway (pen, notebook, sticker, etc.) for buyers.
- Present your key products or value proposition clearly and concisely.

Post-Event

- Close each meeting with a clear next step (follow-up, information sharing, demo, etc.).
- Reach out immediately to your most qualified leads.
- If you committed to follow up, do so within 1-2 days after the event to keep the lead warm.

Have any questions?

Contact me.

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