

IBTM Americas is still stronger than ever

Mexico City, May 14, 2021.

Reed Exhibitions announced that the eleventh edition of IBTM Americas, will take place on August 18 and 19, 2021 at Centro Citibanamex.

After the authorization for the organization of tradeshow by the Mexico City Government, effective as of May 24, David Hidalgo, show director stated: "I am excited about this news. The meetings and events industry are eager for recovery, for meeting again, for giving life to all those projects that have been in limbo for so many months. IBTM Americas 2021 will be a great celebration with which we will go out to tell the world that We are Ready! that finally after more than a year, we will meet again face to face and embrace each other (cautiously of course)".

IBTM Americas is the focal meeting point for the events organization industry in the region; since its inception, it has been the bridge to connect the community of meetings and events industry professionals across the region.

For its part, Centro Citibanamex issued a [letter](#) to express that they are ready to receive the show on August.

"Since last year, we have been working hand in hand with health authorities worldwide to define health and hygiene protocols that safeguard our participants, and without a doubt, we are prepared to comply with all the guidelines issued by the Local and Mexico City Governments" Hidalgo stated.

In addition, and so that everyone feels safe, the venue, which served as a Temporary COVID-19 Unit for several months, reiterates that it will be implementing all strict prevention measures in terms of cleaning, disinfection, and sanitization, which, added to the Reed Exhibitions protocols, will offer an event in a safe atmosphere for all participants.

"We are faithful to our purpose of doing business, networking, engage and inspiring not only in our face-to-face event but also 365-days with digital initiatives, which is why we are proud to welcome the industry in August," Hidalgo concluded.

Both companies continue to closely monitor the evolution of the situation in Mexico City and to abide by all instructions and guidelines issued by the authorities regarding the organization of exhibitions. IBTM Americas, face-to-face edition, will be held from August 18 and 19, 2021 at Centro Citibanamex. For further information, please visit: <https://www.ibtmamericas.com/>