

# EXHIBITOR'S MANUAL

Expo  
Nacional  
Ferretera.  
GUADALAJARA

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Event schedule:  
September 03 and 04  
10:00 to 20:00 h  
September 05  
10:00 to 18:00 h

The strength of the  
hardware industry  
in a single event.

03•04•05  
SEPT•2026

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## CONTENTS



### CONTENTS ..... 2

### QUICK GUIDE: NEW RULES OF THE EXHIBITORS MANUAL 2026 ..... 4

### WELCOME TO EXPO NACIONAL FERRETERA ..... 6

### PLANNING – BEFORE THE EVENT ..... 7

CHANNELS OF SUPPORT AND COMMUNICATION FOR  
EXHIBITORS ..... 7

EXHIBITORS' SECTION ON THE EVENT WEBSITE ..... 11

GENERAL EVENT SCHEDULES ..... 12

### CHECKLIST – ACTIVITIES AND DEADLINES ..... 12

WHAT DOES YOUR CONTRACTED SPACE INCLUDE? ..... 14

📄 COMPLETE YOUR EXHIBITOR PROFILE: MAKE YOUR  
BRAND BOOTH OUT! ..... 17

👤 PRESENCE OF CELEBRITIES, INFLUENCERS, OR VIP  
PERSONALITIES ..... 19

### REGULATIONS FOR BOOTH DESIGN/CONSTRUCTION ..... 21

ELECTRICAL POWER ..... 36

STEPS AND SUGGESTIONS FOR CHOOSING YOUR STAND  
PROVIDER ..... 37

LOGISTICS COORDINATION WITH THE BUILDING COMPANY  
..... 38

### REQUIREMENTS TO OBTAIN STAND DESIGN APPROVAL AND ACCESS TO ASSEMBLY ..... 39

⚠️ ON-SITE REVIEW AND SAFETY CRITERIA ..... 43

### 🔧 BOOTH DESIGN AND CONSTRUCTION WITH RX SOLUTIONS ..... 44

📄 DELIVERY OF PROJECTS WITH RX AND  
COMPLEMENTARY ITEMS ..... 46

CONTRACTING ADDITIONAL SERVICES – EXCLUSIVE TO  
THE VENUE ..... 46

🍽️ External Food and Beverages ..... 46

👤 Costs and Direct Management with the Venue ..... 48

🌐 Internet Service (Wi-Fi) ..... 48

DIRECTORY OF OFFICIAL PROVIDERS (RENTAL OF NON-  
EXCLUSIVE VENUE SERVICES) ..... 48

EXHIBITION OF WEAPONS ..... 50

🏠 PRODUCT EXHIBITION ..... 51

EXHIBITOR BADGE REGISTRATION ..... 52

How to register exhibitor badges? ..... 52

BADGE REGISTRATION FOR SETUP AND TEARDOWN ..... 55

VEHICLE AND/OR HEAVY MACHINERY EXHIBITION ..... 57

### SETUP ..... 58

REQUIREMENTS TO ENTER THE SETUP AREA ..... 59

PERSONAL PROTECTIVE EQUIPMENT (PPE) ..... 61

SETUP SCHEDULES ..... 63

🕒 IMPORTANT POINTS ABOUT SETUP ..... 63

Floor Plan with Color Zones for Assembly Entry Times  
[Jalisco Hall and Lobbies 1, 2, 3, and 4] ..... 65

Floor Plan with Color Zones for Assembly Entry Times  
[Guadalajara Hall] ..... 66

ACCESS ROUTE TO ASSEMBLY / LOADING DOCKS (BOOTH  
AND PRODUCT UNLOADING) ..... 67

LOADING AND UNLOADING AT DOCKS ..... 68

FEES AND TIMES: ..... 69

RULES DURING SETUP ..... 70

### EVENT ..... 73

EVENT SCHEDULE ..... 73

📦 PRODUCT RESTOCKING ..... 74

🚚 Product Removal ..... 74

### 🔊 SOUND LEVELS – PERMITTED DECIBELS ..... 75

GOOD NEIGHBOR POLICIES ..... 75

PRODUCT DEMONSTRATIONS ..... 77

ACTIVATIONS, DYNAMICS, AND MASCOTS ..... 79

DIGITAL TOOLS FOR GENERATING LEADS DURING THE  
EVENT ..... 85

DRESS CODE ..... 88

### DISMANTLING ..... 90



GENERAL DISMANTLING SCHEDULE:.....	91	Manual Removal (without loading equipment) .....	94
<b>🕒 MAXIMUM DISMANTLING TIME ACCORDING TO    STAND SIZE .....</b>	<b>93</b>	<b>DISMANTLING OF STAND STRUCTURE.....</b>	<b>96</b>
1. 🗑️ REMOVAL OF PRODUCTS OR EXHIBITION ITEMS .....	94	🚚 ACCESS OF VEHICLES TO LOADING DOCKS FOR STAND STRUCTURE REMOVAL.....	98



## QUICK GUIDE: NEW RULES OF THE EXHIBITORS MANUAL 2026

This section brings **together all the new rules from the 2026 Exhibitors' Manual**. These rules differ from previous years and may impact your planning, design, and logistics. The section organizes them to make review easier and more practical. For easier consultation, they are divided into two blocks:

**Section 1:** The 4 rules with the **GREATEST IMPACT**.

**Section 2:** The rest of the new rules, presented in a brief format (Page + Concept) and classified by level of impact (**Critical, Medium, or Low**).

This format is designed to help you prioritize what is most important and provide a quick reference. **However, it is ESSENTIAL that all exhibitors and suppliers read the COMPLETE MANUAL.**

### SECTION 1: The 4 Rules with the GREATEST IMPACT:

#### ✓ Rule on Walls Facing Aisles (50% Opening) – Page: 27

##### Visibility and Booth Openness

Exhibitors may freely place display elements along the perimeter, provided that the original configuration of the contracted booth is not altered and the minimum opening percentage (50%) is not exceeded.

##### Minimum visual openness by booth

##### type

All projects must maintain **at least 50% unobstructed visual openness**.

These conditions must be met to ensure proper **visibility** as well as **safe circulation** for attendees.

#### ✓ Rule on Hanging Structures with Neighbor Visibility – Page: 25

**Concept:** If your booth includes a hanging structure and has direct neighbors, graphics may not be placed on the side of the hanging structure that borders the neighbor.

The only exception is when the hanging structure is installed toward the interior of the booth, maintaining **at least 3 meters of distance** from the neighbor's boundary.



✓ **Rule on Height for booths and Hanging Structures – Page: 25**

**Concept:** The maximum permitted height is 5.5 m. Hanging elements are only allowed in booths of 36 m<sup>2</sup> or larger, with a maximum height of 5.5 m from the floor. Refer to the table of maximum permitted heights by hall (Salón Jalisco, Salón Guadalajara, V1, V2, V3, and V4) shown on **page 31**.

✓ **Rule on Structural Calculations for Hanging Structures – Page: 40**

**Concept:** Hanging structures that exceed 75 kg or measure more than 4x4 m (or 4 m in diameter) must include a structural calculation signed by a DRO and must hire motors and metal trusses exclusively through the venue.

**SECTION 2: All Other New Rules**

Page	Concept	Priority
39	Validation of documents in the operations portal before setup.	High
43	Physical delivery of the structural calculation signed by a DRO on the first day of setup; without it, booth construction cannot begin.	High
23	Permitted materials: only scenic (MDF, PVC, fabric). Civil construction materials are prohibited.	High
94	Comply with dismantling schedules according to booth size.	High
42	Upload documents for booth review through the operations portal; renders, insurance policies, or DROs will not be accepted via email.	High
23	Electrical box must be inside the booth, visible, and unobstructed.	Medium
34	Setup without on-site construction; everything must arrive ready for assembly.	Medium
19	Notify presence of VIP celebrities at the booth 20 days in advance.	Medium
81	Interactive and musical activities require prior authorization.	Medium
79	Games of chance are prohibited.	Medium
71	Protect flooring during external work (sanding, painting).	Medium
75	Avoid excessive noise and activities that affect neighboring exhibitors.	Medium
18	Exhibitors' operations platform must be used to upload sponsorships if contracted; sponsorships will not be accepted via email.	Medium
24	Warehouse or booth doors must open inward, not toward aisles.	Medium
38	Timely arrival for setup is the responsibility of the exhibitor and builder.	Medium
55	Badge registration for setup/dismantling must be done through the operations platform.	Medium
52	New process for exhibitor badge registration.	Low
10	Invoicing available through the SAT portal.	Low
11	Dedicated section on the event website for exhibitors with resources and tutorials.	Low
99	Respectful conduct is mandatory.	Low



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

## WELCOME TO EXPO NACIONAL FERRETERA

Dear Exhibitor,

We are delighted to have you back (or joining us for the first time) at the 37th edition of ENF! We are excited to share this space with you, which has become a hub for connection, innovation, and growth in our industry.

We know that behind every participation there is effort, planning, and great expectations. That is why we want to accompany you every step of the way to ensure your experience is smooth, productive, and memorable.

From now on, our **Customer Experience team** will be your main point of contact. We are here to support you before, during, and after the event. Please feel free to reach out, we are here to help.

**Count on RX to build a strong connection with your clients.**

### EXHIBITOR'S MANUAL

*Your Essential Guide for a Smooth Participation*

This manual has been designed to help you plan your participation clearly, safely, and without setbacks. **Here you will find the rules, key dates, processes, and recommendations necessary to ensure your event experience is successful.**

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

In addition, the manual may be updated at any time. We recommend staying attentive to official communications, as the Customer Experience team will inform you if there are relevant changes you need to consider.



**Remember:** lack of knowledge of the rules does not exempt you from compliance. Not reading the manual will not be considered a valid reason for failing to meet dates, processes, or guidelines. The Exhibitors' Manual is an extension of the contract that each exhibiting company has already signed.



## UPDATE TO THE OPERATIONS MANUAL – RX AND EXPO GUADALAJARA

As part of our commitment to continuous improvement and the safety of all participants, RX Global and Expo Guadalajara periodically update their operations manual. It is important to note that the rules and guidelines



established may be subject to change at any time. We recommend that all exhibitors and suppliers stay informed and regularly consult the corresponding updates through the following link:

👉 [Check the updated EG Operations Manual here.](#)

**The Exhibitors' Manual is governed by the rules and guidelines established by the Organizing Committee, which is the authority responsible for their definition, updating, and proper application. Consequently, all rules established in this manual must be strictly observed.**

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

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

From there, your questions will be directed to the appropriate team to provide you with a clear and timely response. You can also visit the event's website, where you will find relevant information about the entire event, conferences, schedules, visitor registration, event highlights, and more:

🌐 <https://www.expoferretera.com.mx/en-gb.html>

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

## PLANNING – BEFORE THE EVENT

### CHANNELS OF SUPPORT AND COMMUNICATION FOR EXHIBITORS

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.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com)

2.- **WhatsApp Groups** – Exclusive for Exhibitors:

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

Group link: <https://chat.whatsapp.com/GpgSHjf794DH6UFQcRWPBc> 🗨



**Invite those who need to stay informed!**

This group is for the people in your company who must be aware of key points and event reminders.



*Add yourself now and invite others you consider necessary!*

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

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

[🌐 Lam exhibitor](#)

**4.- Personalized Customer Experience Assignment**

Each exhibiting company will have a dedicated contact from the Customer Experience team, who will be your direct support for reviewing specific topics related to your participation. The main contact of each company will receive this information in a personalized manner.

**We recommend keeping an eye on emails from the domain @rxglobal.com**, as through this channel you will receive the name and contact details of your assigned Customer Experience representative.



**🕒 CUSTOMER EXPERIENCE RESPONSE TIME**



The Customer Experience team has a **response time of up to 24 business hours** to address inquiries related to the event. While we strive to respond as quickly as possible, **we appreciate your patience and understanding** during periods of high demand.

🚩 This response time does **not apply** to the **review of documents in the operations platform**, as that process follows a different workflow and timelines defined by the Organizing Committee.



## UPDATE OF MAIN CONTACT



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 in charge of the process.

Failure to provide this update may result in communication errors, such as sending relevant information to the wrong or inactive person.

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

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

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## CHANNELS OF SUPPORT AND COMMUNICATION FOR BUILDERS

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.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com)

2.- **WhatsApp Groups – Exclusive for Builders:** Join the WA groups to stay updated on activities, deadlines, reminders, tips, recommendations, setup rules, and logistics schedules.

Group link: <https://chat.whatsapp.com/Dx60JIIBB4z6JZRRbblqHC> 

### Share this QR with your builder!

This way, they will be informed about the rules, dates, and key details for setup and dismantling.

**Don't leave it for later, send it now and ensure smooth coordination without setbacks.**



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



## INVOICING



We remind you 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)

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

### ✦ Important:

If you have not received your invoice by email, you can consult 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 make payment on time.

 We attach the official guide issued by SAT for your reference: Official SAT Guide:

[Manual+de+usuario2.pdf - Google Drive](#)

## KEY PLATFORMS



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

Platform / Resource	Functionality	Direct Link
<b>Exhibitors' Web Section</b>	Find tutorials, training sessions, and access to all platforms you need to plan your participation.	<a href="#">CLICK HERE</a>
<b>Event Floor Plan</b>	Locate your booth and its dimensions.	<a href="#">CLICK HERE</a>
<b>Operations Platform</b>	Booth supplier registration.	<a href="#">CLICK HERE</a>



## EXHIBITORS' SECTION ON THE EVENT 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 contract additional services.
- **Promotional materials** to communicate your participation in the expo.
- **Tutorials, webinars, and training sessions** for you and your team.
- **Clear guides** to complete your profile, request badges, and more.



Do you have questions about a process? Want to rewatch a training session? Need inspiration to make the most of your participation? [👉 Everything is here.](#)

👉 **Enter, explore, and discover** everything we have prepared for you.

**Your participation begins with being well informed. Make this section your favorite tool!**



## GENERAL EVENT SCHEDULES

Check the details of the schedules in the setup, event, and dismantling sections.



PHASE	DATES	SCHEDULE
Setup	August 30–31 and September 1–2	08:00 – 22:00 h
Event	September 3–4, 2026	Exhibitor: 08:00 – 20:00 h Visitor: 10:00 – 20:00 h
	September 5, 2026	Exhibitor: 08:00 – 18:00 h Visitor: 10:00 – 18:00 h
Dismantling – Guadalajara Hall	September 5, 2026 <i>No overnight dismantling</i>	From 19:00 to 22:00 h <b>Booths from 6 m<sup>2</sup> to 27 m<sup>2</sup></b>
	September 6, 2026	From 08:00 to 13:00 h <b>Booths + 27.1 m<sup>2</sup></b>
Dismantling – Jalisco Hall, V1, V2, V3 & V4	September 5, 2026	From 20:31 to 00:59 h <b>Booths + 27.1 m<sup>2</sup></b>
	September 5–6, 2026 <i>There will be overnight dismantling</i>	From 20:31 to 08:00 h from september 6, 2026 <b>Booths + 27.1 m<sup>2</sup></b>

The complete details of each phase (**Setup, Event, and Dismantling**), including specific rules and procedures, can be found later in this manual. We recommend reviewing them carefully for proper planning on **pages 38, 73, and 90.**

## CHECKLIST – ACTIVITIES AND DEADLINES



Below you will find the key activities that every exhibitor must complete on time and in the proper manner. 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 arising from non-compliance. If you have questions about any activity, contact your assigned Customer Experience executive or write to [servicio.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com)



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

### Types of activities in the checklist:

- ✔ **Mandatory:** Require timely compliance. Applies to all exhibitors.
- **Optional:** Recommended to enhance your experience, but not obligatory.
- 📅 **Webinars:** Informative sessions to resolve questions and learn about tools.



Activity		Deadline	Requirement	Responsible
1	<input type="checkbox"/> Read the <b>Exhibitor's Manual</b> and learn the event rules.	ASAP	 Mandatorio	Expositor / Montador
2	<input type="checkbox"/> Join the <b>exhibitors' training session</b> . 11:00 am (Mexico City time)	10/Jun/2026	 Opcional	Expositor
3	<input type="checkbox"/> Submit your <b>company logo</b> to be included in the <b>Printed Directory</b> (applies only if it was contracted).	10/Jun/2026	 Mandatorio	Expositor
4	<input type="checkbox"/> Log in to the <b>Exhibitor HUB</b> and complete your profile with your company's commercial information.	10/Jun/2026	 Mandatorio	Expositor
5	<input type="checkbox"/> Join the <b>business meetings training session</b> . (applies only if it was contracted).	15/Jul/2026	 Opcional	Expositor
6	<input type="checkbox"/> <b>Register your assembly company</b> in the Operations Portal.	26/Jun/2026	 Mandatorio	Expositor
7	<input type="checkbox"/> <b>Upload booth documents</b> (render, insurance policy) to the Operational Portal.	24/Jul/2026	 Mandatorio	Montador
8	<input type="checkbox"/> Make sure your <b>booth project is approved</b> in the operations platform.	21/Aug/2026	 Mandatorio	Expositor / Montador
9	<input type="checkbox"/> Notify Customer Experience about <b>activities, dynamics and product demos</b> .	24/Jul/2026	 Mandatorio	Expositor
10	<input type="checkbox"/> Hiring <b>additional services</b> with the venue or the official suppliers of the Organizing Committee.	10/Aug/2026	 Opcional	Expositor / Montador
11	<input type="checkbox"/> Join the <b>assembly/disassembly webinar</b> . 11:00 am (Mexico City time)	14/Jul/2026	 Mandatorio	Montador
12	<input type="checkbox"/> Know your access code for the <b>LEAD MANAGER</b> badge reader app and how it works.	10/Aug/2026	 Mandatorio	Expositor
13	<input type="checkbox"/> <b>Exhibitor Badge</b> registration (Suggested date).	31/Jul/2026	 Mandatorio	Expositor
14	<input type="checkbox"/> <b>DASHBOARD:</b> Prepare and review your digital performance before the event.	10/Aug/2026	 Opcional	Expositor
15	<input type="checkbox"/> Registration of <b>assembly/disassembly badges</b> .	31/Jul/2026	 Mandatorio	Montador

## WHAT DOES YOUR CONTRACTED SPACE INCLUDE?

### ELECTRICITY

Includes **1 double outlet of 110 V / 1000 W 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 outlet

### BADGES

Badges are assigned according to the contracted square meters and are specified in the contract. If you require additional badges, check costs and requests with your sales contact.

### LEAD MANAGER APP

Access to the application for scanning visitor badges.

### DIGITAL EXHIBITOR DIRECTORY

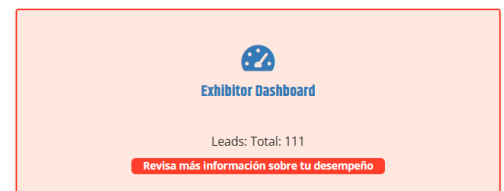
Your company will appear in the exhibitor listing on the event website.

**Requirement:** Complete the commercial profile in the Exhibitor Hub and upload your logo in the requested format.

**Note:** The logo uploaded in the Exhibitor Hub is only for the digital directory. For the printed catalog, you must send your logo via email.

### EXHIBITOR DASHBOARD

View statistics of visits to your web profile. This panel lets you know how many people have clicked or visited your exhibitor profile, helping you measure the impact of your online presence at the event.



### PRINTED CATALOG

Mention and logo in black and white or color, depending on what was contracted.

#### Requirements:

- Complete the commercial profile in the **Exhibitor Hub** before the **deadline: July 24, 2026**.
- Send your company logo **in curves, AI or PDF** format, before **July 24, 2026**.
- Have contracted the space **before July 24, 2026**.



**Contracts made after this date will not be included in the printed catalog.**



### Your contracted space DOES NOT INCLUDE:

- Carpet
- Partitions (dividing walls)
- Internet or WiFi at the venue
- Additional electricity
- Hanging structures
- Furniture
- Parking
- Booth cleaning service
- Booth security



**Note:** Services not included must be contracted separately, directly with the official event providers. It is the exhibitor's responsibility to manage the necessary arrangements.



As shown in the image, the contracted space is **delivered marked only on the floor**. It does not include walls, partitions, or any type of structure. **Note:** This does not apply to **Salón Guadalajara**, as it is **fully carpeted**.

### EXHIBITORS WITH MAMPARA PLUS

Some exhibitors contract partitions or special designs directly with the committee, so **we recommend reviewing your contract to confirm if they are included**.



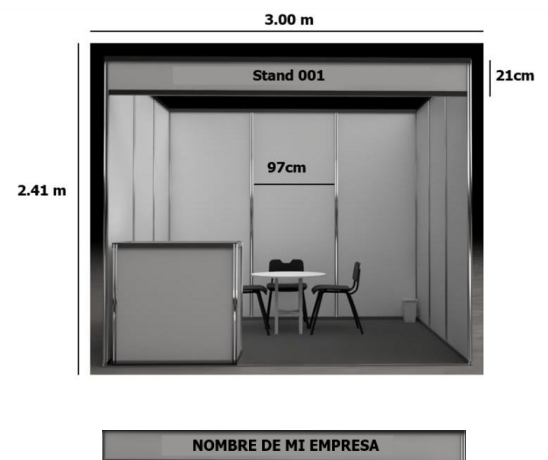
If you are an exhibitor who purchased the package that includes *Mamparas Plus*, make sure to confirm your requirements via email with your Customer Experience representative.

#### 1.- MAMPARA PLUS SPACE 9m<sup>2</sup>:

It is **MANDATORY** to confirm through this form: [Confirmation of Signage and Furniture for Mampara Plus 9m<sup>2</sup> stand](#). Fill out the form with your **requirements**. Do this before **July 24, 2026** to confirm what you **DO** or **DO NOT** require for your booth.



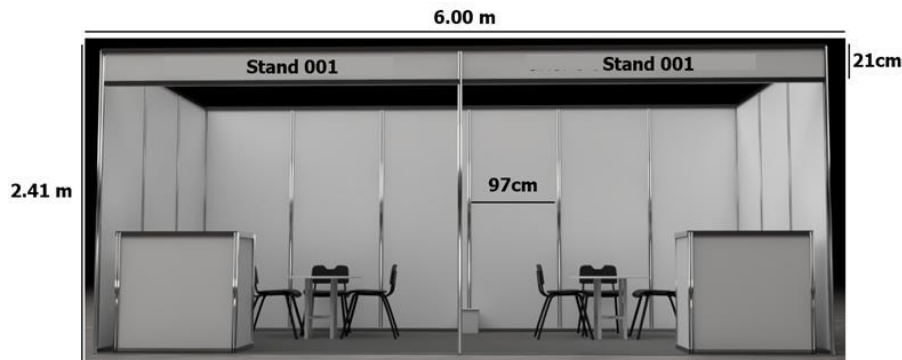
- **White partitions (height 2.41 m)**
  - **Inline booth:** 2 side walls and 1 back wall
  - **Corner booth:** 1 side wall and 1 back wall
  - **Header booth:** 1 back wall
- **Fascia with company name** (no logo, maximum 28 characters, text in uppercase)
- **Carpet** (applies to *Salón Jalisco*. *Salón Guadalajara* is fully carpeted)



- **Electrical power**, 1 outlet of 1000w-110v
- **Ambient lighting**
- **1 mesa y 3 sillas**
- **1 counter**
- **1 trash bin**

**After the deadline, we DO NOT guarantee fulfillment of the request, and there will be an extra charge of \$3700 MXN per m<sup>2</sup> for the exhibitor.**

## 2.- MAMPARA PLUS SPACE 18m<sup>2</sup>:



Deadline

It is **MANDATORY** to confirm through this form: [Confirmation of Signage and Furniture for Mampara Plus 18m<sup>2</sup> stand](#). Fill out the form with your requirements. Do this before **July 24, 2026** to confirm what you **DO** or **DO NOT** require for your booth.

- **White partitions (height 2.41 m)**
  - **Inline booth:** 2 side walls and 1 back wall
  - **Corner booth:** 1 side wall and 1 back wall
  - **Header booth:** 1 back wall
- **Fascia with company name** (no logo, maximum 28 characters, text in uppercase) NOMBRE DE MI EMPRESA
- **Carpet** (applies to *Salón Jalisco*. *Salón Guadalajara* is **fully carpeted**)
- **Electrical power**, 2 outlets of 1000w-110v
- **2 tables and 3 chairs**
- **2 counters**
- **1 trash bin**
- **Ambient lighting**

**After the deadline, we DO NOT guarantee fulfillment of the request, and there will be an extra charge of \$3700 MXN per m<sup>2</sup> for the exhibitor.**

If your company has contracted partitions (*Mamparas*) with the Organizing Committee and you wish to place vinyls on them, please note that any damage caused will be the exhibitor's responsibility. Furthermore, if you bring your own vinyls, banners, or other decorative elements, the committee will not be responsible for their installation, as this is not included in the cost of the partitions. Finally, an additional charge will apply for cleaning the partitions and removing adhesives.



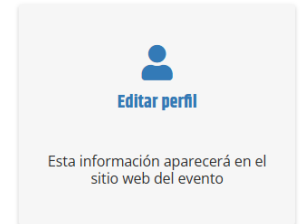
## COMPLETE YOUR EXHIBITOR PROFILE: MAKE YOUR BRAND BOOTH OUT!

Your exhibitor profile in the **Exhibitor Hub** is your digital showcase within the event. By filling it out correctly, your company will gain access to the following benefits. **Deadline: June 10, 2026**



### Digital Benefits

- ✓ Appearance in the **Exhibitor List** and **Product List** on the official event website.
- ✓ Participation in the **recommendation program (Matchmaking)**, which connects visitor interests with your commercial offer.
- ✓ Access to viewing statistics in the **Exhibitor Dashboard**.
- ✓ Greater visibility before, during, and after the event.



### Printed Benefits

- ✓ Part of the information you complete in your profile will be used for printed materials such as the Event **Catalog** and the Pocket Map, provided it is completed on time.

### Important

- ✓ A complete profile **increases your chances of being recommended** and enhances your presence 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 you contracted those spaces**.

### Key Dates

To appear in the printed Catalog and Pocket Map, you must complete your profile before **June 10, 2026**.



For digital channels, there is no fixed deadline. Information is published automatically as it is filled out, so completing it as soon as possible will give you greater exposure.



**Not sure how to complete your profile?**

 [Watch the tutorial video here.](#)



## SPONSORSHIPS – UPLOADING MATERIALS IN THE OPERATIONS PORTAL

Exhibitors must upload their artwork, videos, or files directly into the [Exhibitor Operations Portal](#), without the need to receive individual emails from **Customer Experience**.

### How does it work?

**Step 1:** The exhibitor must log into the Operations Portal, where they can view the sponsorship products they have contracted.

**Step 2:** For each product, the technical specifications (size and weight) and the type of material required (graphic artwork, video, image, etc.) will be displayed.

**Step 3:** The exhibitor must upload the files directly into the portal within the established deadline, which will be specified there.



### Important Considerations:

- All management is carried out through the Exhibitor Operations Portal. No personalized emails will be sent requesting materials.
- It is the exhibitor's sole responsibility 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 the sponsorship contracted includes this service. Materials include graphic artwork, videos, digital images, digital banners, etc.
- Once documents are approved within the Operations 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 can check the status of their materials directly in the Operations Portal. The system will indicate whether the file was **approved** or **rejected**, and in case of rejection, the reason will be displayed so the exhibitor can correct it and re-upload within the deadline.**
- The deadline for uploading sponsorship materials in the Operations Portal will be visible in the portal itself.



## Do you have questions about your contracted sponsorships?

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

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

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

To ensure proper execution, it is essential that the exhibitor shares with their Customer Experience representative—at least 30 days before the event (**July 24, 2026**)—all logistical details of their activation:

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



-**Carefully review what you contracted** and make sure to send us all required details on time.

-Even if you requested elements such as audio, video, stage, or other services, **we can only consider them if they are included in your contract.**

-**If we do not receive the necessary information within the established deadline**, we cannot guarantee proper service delivery or adequate logistics.

-You may only use the services and spaces included in your contract. Any additional requirements must be previously validated, approved by the organizing committee, and paid for by the exhibitor.



### PRESENCE OF CELEBRITIES, INFLUENCERS, OR VIP PERSONALITIES

If you plan to bring a celebrity, influencer, public figure, or VIP personality to your booth, it is essential that you inform the Customer Experience team **at least 20 days before the event (July 24, 2026).**



## ✦ Why is it essential to notify the Organizing Committee?

### 1.- Logistics and special Access

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



### 2.- Difusión y promoción

Sharing this information also makes it possible to evaluate whether the visit can be included in the official event channels (social media, newsletters, etc.), which may increase visitor interest and give greater visibility to your booth.

### 🔒 Required information

When notifying about the visit, please include:

- Name of the personality
- Estimated date and time of visit
- Type of activity to be carried out
- Special requirements
- Vehicle license plate and driver's name (if applicable)

👉 [Send the information by completing the following form](#)

### Important:

Badges for these personalities must be requested by the exhibitor well in advance to avoid delays at entry due to lack of accreditation. These may be exhibitor or visitor badges, as appropriate.



To support you with venue access if needed and on-site coordination, **it is essential that this information be sent at least 20 days before the event.**

If received during the event or only a few days before, logistical support cannot be guaranteed.

## 📢 Dissemination on social media of personalities, influencers, or VIP visits



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

Additionally, due to image and brand rights, **we do not create or publish graphic materials on our own.**

If you wish the visit to be communicated, you must send us the corresponding artwork (image, design, or video) with the necessary permissions. In that case, the Committee may consider **reposting** the content on its official channels.



## Security of Talent and Special Guests

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

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

Even if the visit is planned, if the presence of the talent causes tumult, disorder, or situations that compromise the operation of the event, the Committee **may intervene, suspend, or cancel** the activity immediately, without exception.

Exhibitors are advised to coordinate in advance all logistical and security aspects related to their VIP guests to avoid setbacks and ensure an orderly and safe experience.



## Advertising Elements Contracted by Exhibitors



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

Since these elements are located in high-traffic areas, they may be near other booths or event structures. **All such spaces have been previously authorized by the Organizing Committee and cannot be modified or relocated.**

## REGULATIONS FOR BOOTH DESIGN/CONSTRUCTION

The following rules for booth construction **are non-negotiable: they are based on safety criteria, the event's image, and fairness among exhibitors, so there will be no exceptions to their compliance.**



It is essential that, when developing your design, you ensure compliance with these rules. **All exhibitors and builders must follow them, and ignorance of a rule does not exempt compliance.**

Keep in mind that each venue and **each Organizing Committee may have different regulations**, and **at RX we adhere to international-level safety protocols** and standards for the well-being of all participants. **Compliance is not an obstacle, it is a guarantee: we protect your brand, your team, your visitors, and the overall experience.**



## 1.- Responsibility for Design

The design and assembly of the booth is the responsibility of the exhibitor, except in cases where the booth construction has been contracted directly with the Organizing Committee, whether in customized format, package, or panels.



If you hired a personalized design with an external provider, we recommend **ensuring that the provider is aware of and complies with all the rules and specifications established in this manual**, to avoid setbacks during assembly and guarantee a smooth experience for everyone.

## 2.- Upload and Approval of Designs

All booth projects must be uploaded to the **Operational Portal** for review and approval **before being assembled at the event. Deadline: July 24, 2026.**



## 3.- Construction of Partition Walls

- It is mandatory to build **partition walls** between booths that have neighbors.
- These walls are **not included** in the contracted space; they must be installed by the exhibitor or their assembly provider.
- The **minimum height** of partition walls must be **2.50 meters**.
- The Committee will mark the boundaries of each booth on the floor.
- **It is not permitted to install only products, furniture, roll-ups, or loose elements without structure. Partition walls are mandatory.**



**It is strictly prohibited to hang, paste, or attach any booth element (such as tarps, fabrics, banners, etc.) onto another exhibitor's structure or the venue's infrastructure.**

This practice, even if it seems simple—such as using thread, adhesive tape, or improvised ties—**creates a poor image of the event, represents an operational risk, and negatively affects the experience of other exhibitors.**

- Each exhibitor must have their own structure or panel to display their materials. The Organizing Committee reserves the right to remove any element that violates this rule.
- The only exception applies to island-type booths, meaning those surrounded by aisles on all four sides and not adjacent to any neighbors. In these cases, partition walls are not mandatory. However, these projects must also be evaluated by the Committee and comply with all requirements (render, insurance policy, DRO—if applicable).
- The presentation of the booth must be structured, neat, and aligned with the professional standard of the event, as it reflects the image of your company and of the exhibition itself.





#### 4.- Materials Allowed for booth Construction

To ensure efficient, safe assembly and dismantling within the timeframes established by the venue, only scenic materials are permitted for booth construction. The use of civil construction materials is strictly prohibited.

##### ✓ Permitted Scenic Materials:

- MDF, plywood, or lightweight wood
- PVC, acrylic
- Fabric, tarp, vinyl
- Modular aluminum structures
- Prefabricated or easy-to-assemble elements
- Treated glass or glass with safety film (mandatory to avoid risks)

##### ✗ Prohibited Civil Construction Materials:

- Cement, concrete, mortar
- Block, brick
- Rebar, structural welding
- Tile or ceramic coverings
- Drywall
- Untreated glass or glass without safety film

NON-PERMITTED MATERIALS are intended for permanent works and are **not suitable for temporary events**. Their use may cause delays, safety risks, and sanctions from the venue.



To ensure compliance and avoid ambiguities, **the Committee requires the technical data sheet of the materials used for each booth**. This allows us to evaluate case by case and ensure that the materials are appropriate for a temporary event. Although this list covers the most common materials, we reserve the right to approve or reject the use of any other unspecified material, always prioritizing **safety, efficiency, and venue regulations**.

#### 5.- Mandatory Location of the Electrical Box

Each exhibitor must **place the electrical box provided by the venue within their contracted space**. This box is essential for the booths power supply and **must remain visible at all times, with easy access available 24 hours a day**.

For safety reasons, the top of the electrical boxes must remain completely clear. It is not permitted to place objects on top (such as boxes, materials, or other items), as this represents an electrical and operational risk.

**Under no circumstances may the electrical box be placed in:** Aisles, common areas, spaces belonging to other exhibitors.

This measure seeks to **prevent accidents, obstructions, and conflicts among exhibitors**, while ensuring compliance with the venue's safety regulations.



## 6.- Warehouse Doors: Permitted Opening and Restrictions

Doors installed in warehouses or structures within the booth must always open inward, toward the exhibitor's space. This applies both to doors facing aisles and to those facing dead spaces (areas between booths that are neither aisles nor part of the booth).

**Outward-opening doors may cause obstructions, safety risks, and conflicts with other exhibitors, and are therefore not permitted.**

## 7.- Hanging / Rigging

The hanging of structures is **permitted only in 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 the dimensions of the element to be hung **do not exceed the contracted area**.
- Hanging is one of the first maneuvers performed during assembly, so it must be scheduled in advance to avoid delays.
- The venue (Expo Guadalajara) will evaluate whether the structure complies with the **safety and weight standards** established for each contracted point.

The venue and/or Organizing Committee will **determine whether the hanging must be carried out through rigging**. If this modality is indicated, the exhibitor and their builder must comply and contract the service directly with the venue. This is not optional or negotiable: **compliance is mandatory** to guarantee safety and proper event operation.

### B. Service Contracting

- This service is exclusive to the venue and must be contracted **directly with Expo Guadalajara** in advance.
- **Hanging may not be performed independently by the exhibitor or their assembly provider.**
- The timing and procedures of the service depend exclusively on the venue. The exhibitor or builder must follow the instructions provided by the venue regarding preparation and handling of their materials. Failure to comply may result in delays in placement or installation.

### C. Technical Validations

- Validate with Expo Guadalajara the **materials required** for installation.
- The venue reserves the right to **reject structures** that do not have authorized DRO certification or that, in the judgment of the Operations Management, pose a risk to personnel, venue property, or clients.
- For structures with **integrated lighting**, only **LED lamps** are permitted. A safe installation must be ensured, the corresponding electrical service must be contracted, and an additional **safety point must be considered** for cable drop to the floor.



#### D.- Specific Conditions

- Hanging elements requiring DRO must weigh **more than 75 kg** and have dimensions up to **4x4 meters or 4 meters in diameter**. These may be hung using hydraulic platforms without motors and/or any other hanging method approved by the venue, with prior validation of materials and exclusive contracting through the venue.
- For any assembled hanging structure whose height from floor to the lowest point exceeds 1.80 meters and weighs more than 10 kilograms, the corresponding DRO must be submitted prior to contracting. This condition **does not apply** to simple vinyl, canvas, or plastic banners with PVC, wood, or steel frames used as general signage (see [page 24](#) for more information).
- If the structure exceeds **10 kg** and has a height from floor to the lowest point greater than **1.80 meters**, the **corresponding DRO** must be submitted before contracting the service.
- This condition **does not apply** to simple vinyl, canvas, or plastic banners with PVC, wood, or steel frames used as general signage (see [page 24](#) for more information).

#### E.- Safety During Maneuvers

- During crane hanging, **the lower area must be completely cleared**. Performing any other assembly work in that zone during this time is strictly prohibited.
- If this instruction is not followed, the venue **will suspend the hanging operation** without the possibility of claims for delays.

#### F.- Special Cases

- For structures that **exceed the mentioned dimensions and weights**, motors and metal trusses must be contracted **without exception** directly with Expo Guadalajara, submitting the **corresponding DRO** in advance to the Organizing Committee and providing the original during assembly.



#### G.- Responsibility

- The exhibitor and their assembly provider must ensure that the hanging complies with all safety measures.
- The Organizing Committee **is not responsible** for incidents resulting from incorrect installation.

### 8.- RULES FOR HANGINGS AND VISIBILITY BETWEEN BOOTHS

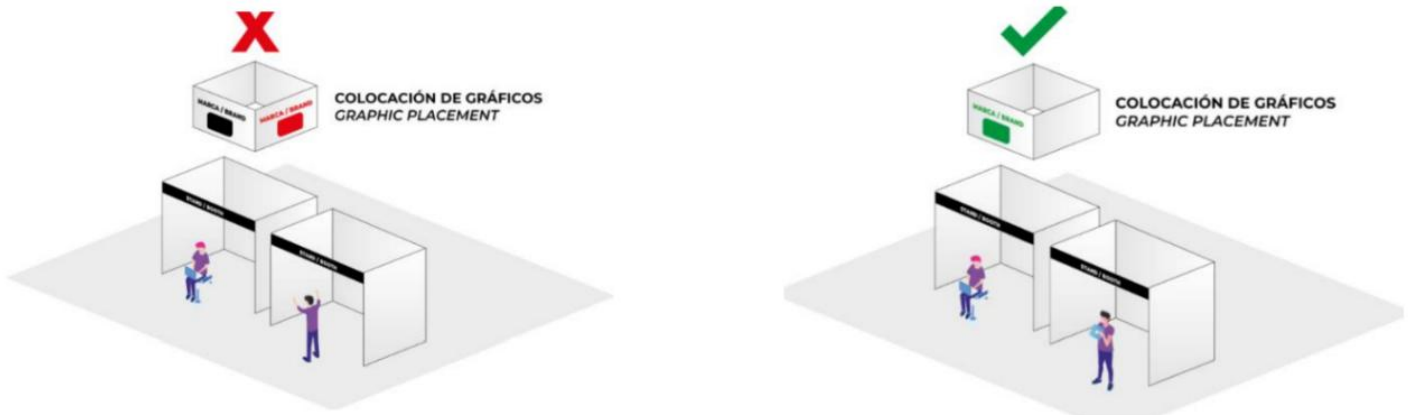
**IMPORTANT: Hanging is only permitted** in stands of at least **36 m<sup>2</sup>**.



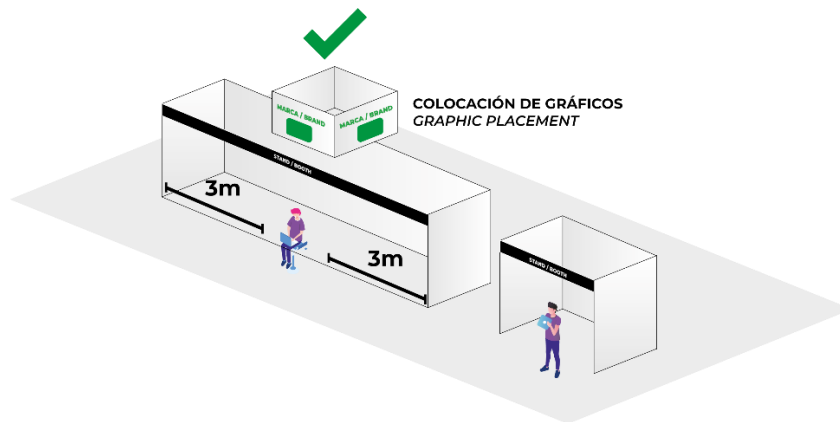
- If your stand includes a hanging element and has direct neighbors, graphics may not be placed on the side of the hanging that borders the neighbor. The only exception is when the hanging is installed toward the interior of the stand, maintaining **at least 3 meters of distance** from the boundary with the neighbor.



- In these cases, the hanging surfaces must remain in solid, neutral colors, without any brand references, in order to respect the aesthetics of the shared environment and avoid visual interference between stands.



- **Exception:** Graphic elements may be applied on **all sides of the hanging structure** only if it is installed at **a minimum distance of 3 meters toward the interior of the stand**, away from the boundaries adjoining other exhibitors.



Please consult the following [LINK](#) for illustrative examples of how images may be placed on all sides of the hanging structure, as well as what is not permitted according to the manual's rules.



## 9. RULE FOR WALL CONSTRUCTION FACING AISLES

### 1. General Principle

The visual openness of the stand is measured only on the built structure that borders the aisles.

This includes:

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



Exhibitors may freely place display elements along the perimeter, provided the original contracted stand configuration is not modified and **the minimum openness percentage (50%) is not exceeded.**

**This rule applies to all stands bordering aisles, regardless of type or location on the floor plan.**

### 2. Elements NOT considered closures

(These may be placed even if they block the view.)

- ✓ Exhibited products
- ✓ Machinery
- ✓ Display cases and counters (including closed or glass showcases)
- ✓ Racks, displays, and furniture
- ✓ Plants and non-structural signage

👉 These elements may partially or completely block visibility without affecting the visibility rule.

### 3. Elements considered closures

(These reduce the visual openness of the stand.)

- ⚠️ Solid walls or continuous panels
- ⚠️ Additional boards or walls
- ⚠️ Added fixed structures that alter the original stand configuration

👉 These elements must respect the minimum 50% openness required for the stand type.

### 4. Openness Rules by Stand Type

Each stand type **must respect its original configuration according** to its contract and floor plan location. **Adding solid walls that modify this configuration is not permitted.**

#### 1) “Cajón” Stand (1 side facing aisle)

- 👉 Must maintain at least 50% structural openness on its single aisle-facing side.



**2) Corner Stand (2 sides facing aisles)**

- ◇ Each side must maintain a **minimum of 50% structural openness.**
- ✗ Closing one side or converting it into a “Cajón” stand is not permitted.

**3) Head / Peninsula Stand (3 sides facing aisles)**

- ◇ All three sides must maintain **at least 50% openness.**
- ✗ Additional lateral walls are not permitted.

**4) Island Stand (4 sides facing aisles)**

- ◇ Openness is measured across the total constructed perimeter.
- ▲ **At least 50% openness must be maintained in total across all sides.**

✓ Exhibitors have freedom to distribute open and closed sections as long as the overall 50% minimum is respected.

**Island stands, since they do not have perimeter walls by default, may freely distribute open and closed sections provided they comply with the minimum 50% openness of the total perimeter facing aisles.**

**5) Stands with Two Separate Views**

- ◇ Each view bordering an aisle **must maintain at least 50% openness.**
- ✗ No view may be closed with solid walls.

**5. Special Consideration: Showroom-Type Stands**

Stands that display all their products toward the perimeter without interior access are valid provided that:

- ✓ No additional walls are built that alter the original configuration.
- ✓ The **minimum 50% openness required** for the contracted stand type is respected.

**6. Operational Summary**

- ✓ Openness is measured on structure, not on product.
- ✓ Products, showcases, and machinery **do not count** as closures.
- ✓ Walls do affect openness and **must respect the 50% minimum.**
- ✓ The contracted stand configuration may not be altered.



## Tip for Your Brand

An open stand is safer and more attractive for your visitors. Invite them in and discover more opportunities!

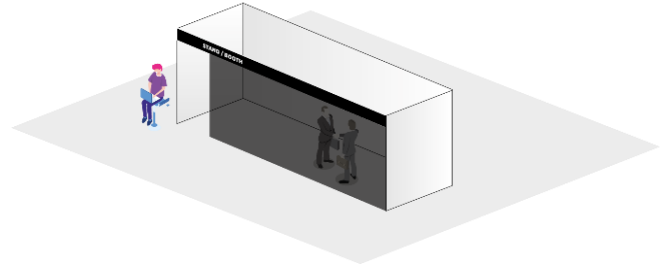
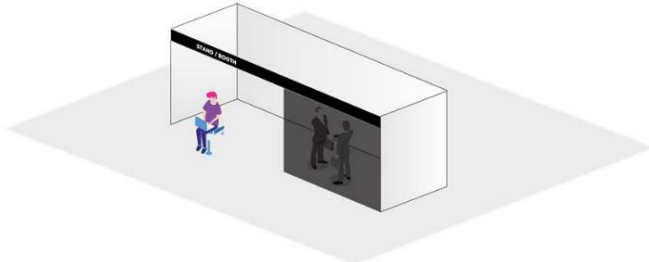
### Remember:

✓ **Allowed:** Wall facing aisle with openings totaling 50% or more.

✗ **Not Allowed:** Wall facing aisle completely closed without access.

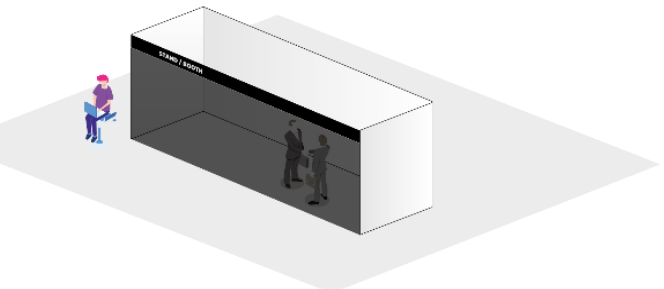
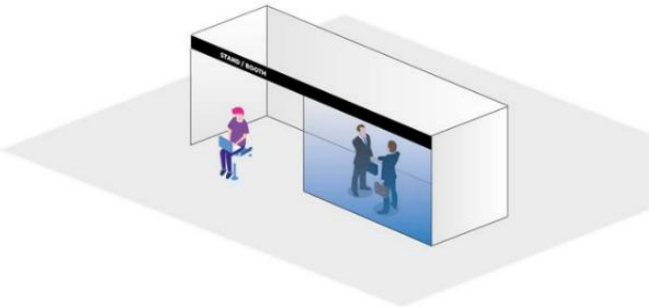
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ALLOWED OPEN

✗ PROHIBIDO -50% ABIERTO  
NOT ALLOWED OPEN



✓ PERMITIDO +50% ABIERTO  
ALLOWED OPEN

✗ PROHIBIDO -50% ABIERTO  
NOT ALLOWED OPEN



## 10. 🏗️ DOUBLE FLOORS

Permitted **only in stands of at least 36 m<sup>2</sup>**, provided they meet the requirements established in this manual.

### ✓ Design and Construction Considerations:

#### Stairs:

- Spiral or helical staircases are not permitted; they **must be straight**.
- Minimum width: **1 meter**.
- Must include **handrails**.
- Each step must have **a tread of 28–30 cm and a riser of 18–20 cm**.
- Stairs must allow proper evacuation of people; they cannot lead directly into an internal wall of the stand.
- Stairs without lateral walls must have a railing from start to finish.



- Protective barriers or railings on the second level must be securely attached to the structure itself.
- Stairs must have clearly defined steps and a safe inclination, avoiding steep or vertical designs.
- Stairs with an inclination close to 90 degrees are not permitted, as they pose a risk to users.
- Steps must be non-slip and comfortable for pedestrian use. The Committee may request adjustments if the staircase does not meet minimum safety standards.
- The angle of the staircase is determined by the tread and riser dimensions, depending on the height of the upper deck of the double 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.

#### **Signage:**

- **Visible notices** must be placed indicating the **maximum capacity** of the second floor.
- These must be located next to the staircase and in a visible spot on the second level.

#### **Materials and Structural Validation:**

- Materials must match those approved in **the structural calculations validated by the DRO**.
- It is mandatory for the **DRO to attend the venue to verify that the construction** complies with the approved design and that the materials are in good condition.

#### **Mandatory Compliance:**

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

#### **Restriction on Divided Areas:**

- If the contracted space is **separated by an aisle**, it is not permitted to build a double floor that connects the areas through an overhead structure.

### **11. CONSTRUCTION OF BRIDGES BETWEEN STANDS OVER AISLES**

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

This restriction applies to:

- ❖ Communication bridges between stands, **regardless of whether they are light fades or high-capacity structures**.
- ❖ Bridges forming part of a **second floor** intended for pedestrian crossing, material transfer, exhibition, or storage.



✓ Key Rules:

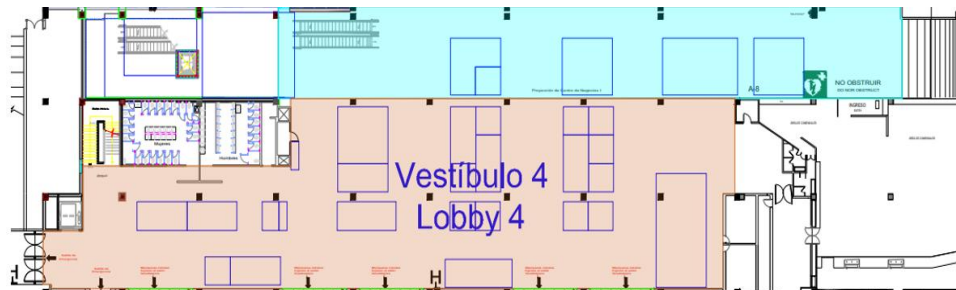
- ❖ The stand design must **remain within the contracted area**, respecting the **permitted heights** for that space.
- ❖ **It is not allowed to invade the aisles with advertising**, protruding structures, or suspended elements (screens, shelves, etc.), whether at floor level or above.
- ❖ This measure is intended to **prevent risks and accidents**, ensuring the safety of all participants.



12. HEIGHT RULE FOR STAND CONSTRUCTION

Hall / Lobby	Stand Dimensions	Maximum Total Height (Construction, Hanging, Fascia)	Hanging Elements	Load Capacity	Comments	
Jalisco Hall	Less than 35.99 m <sup>2</sup>	3.5 m	NO	500 kg/ m <sup>2</sup>		
	From 36 m <sup>2</sup> and above	5.5 m	SI			
Guadalajara Hall	Less than 35.99 m <sup>2</sup>	3.5 m	NO			
	From 36 m <sup>2</sup> and above	5.5 m	SI			
Lobby 1	All stand sizes	2.5 m	NO			
		2.5 m				
Lobby 2	Less than 35.99 m <sup>2</sup>	3.5 m	NO			Hanging points are not permitted in Lobby 2
	From 36 m <sup>2</sup> and above	5.5 m				
Lobby 3	All stand sizes	3.0 m	NO			
		3.0 m				
Lobby 4	Salmon Zone All stand sizes	2.4 m	NO			Double-floor construction is not authorized in Lobby 4. <a href="#">See height plan.</a>
	Blue Zone	Less than 35.99 m <sup>2</sup>				
		From 36 m <sup>2</sup> and above		5.0 m		
Special Events Hall	Less than 35.99 m <sup>2</sup>	3.5 m	NO	Hanging points are not permitted in Special Events Hall.		
	From 36 m <sup>2</sup> and above	4.0 m				
Desfilia	Less than 35.99 m <sup>2</sup>	3.5 m	NO	Hanging points are not permitted in Desfilia Hall.		
	From 36 m <sup>2</sup> and above	4.0 m				

**NOTE:** Remember that the hanging of structures is permitted only in stands of 36 m<sup>2</sup> or larger, **without exception**.



Altura 2.40 m.  
Altura 5 m.

**\*\*\*In Lobby 4, the construction of double-floor stands is not authorized.**



**Important:**

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

Hanging Element: Only permitted for stands of 36 m<sup>2</sup> or larger. One hanging element is allowed, which may be placed at a maximum height of 5.5 meters at its highest point from the floor.

### 13. GUIDELINES FOR STANDS WITH NEARBY COLUMNS AND HYDRANTS

To ensure venue safety and compliance with **established regulations**, stands located in **Jalisco Hall** that have a column or hydrant near their assigned space must **respect the specific dimensions**, distances, and clearances of each element. These measurements will be provided to both the exhibitor and their design/assembly provider by their assigned Customer Experience representative.

Exhibitors must include these dimensions from the design phase of their stand, ensuring that:

- Columns or hydrants are not covered, blocked, or interfered with.
- Minimum safety clearances established around these elements are respected.
- The final design and assembly strictly adhere to the provided dimensions.

Failure to comply may result in mandatory on-site adjustments for safety reasons, and if specifications are not respected, **the stand design may not be approved.**

**PDF file:** Universal format that allows viewing of the plan and its features on all computers.

**.dwg file:** Exclusive format for CAD software; opening, viewing, and editing can only be done with programs such as AutoCAD, Rhinoceros, etc.

### 14. AESTHETIC FINISH OF EXPOSED WALLS

All visible and exposed walls of stands (rear, side, or any surface adjoining another exhibitor or visible to the public) must have a **uniform aesthetic finish in white or black, WITHOUT EXCEPTION.** Logos or images are not permitted.

The finish may be done with fabric, plywood, panels, or other materials, provided they meet the following conditions:

- Must not be transparent.
- Must completely cover the surface evenly.
- Must be well-tensioned or firmly installed.
- Must be clean and in good condition.
- Retouched, improvised materials, or installations that affect the overall event aesthetics are not permitted.



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



On **Tuesday, September 1 at 4:00 p.m.**, RX (the Organizing Committee) **will halt the assembly** of companies that have not complied with this rule. A fine of **\$600.00 MXN per every 9 m<sup>2</sup> contracted per hour** will be applied for each hour that passes without the situation being corrected. Assembly **may not resume** until the exposed walls are properly covered and the corresponding fine has been paid to the Organizing Committee.



**INCORRECT**



**CORRECT**



## 15. SAFETY FOR WORKS ON WALL EDGES

During stand assembly, any work carried out on the edge of a wall must be performed while maintaining a safe distance.

**It is strictly prohibited to lean on or sit on the edge of the wall.**

For finishing tasks, the use of step ladders or scaffolding **is mandatory**, as well as the continuous **use of appropriate personal protective equipment (PPE), including safety harness and lifeline, as applicable.**

## 16. SOUND EQUIPMENT AND/OR SPEAKERS

If your stand design includes speakers or **any sound equipment**, they **must be oriented toward the interior of the stand, never toward the aisles or neighboring stands**, to avoid disturbances and ensure a proper experience for all participants.

The **sound level must not exceed 65 decibels (dB)** at any time.

For **full rules on permitted sound levels and applicable penalties in case of non-compliance**, please refer to **page 75** 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.

## 17. CONDITIONS FOR STAND ASSEMBLY

The stand must arrive at the venue with its **components pre-prepared** and ready to be assembled. It is not permitted to carry out construction from scratch inside the venue, such as wood cutting, painting, carpentry, or any activity that generates waste, excessive noise, or risks to personnel.

This measure seeks to:

- **Protect the venue infrastructure**, avoiding damage to floors, walls, and furniture.
- **Reduce accident risks** from the use of tools, solvents, or machinery.
- **Streamline the assembly process**, allowing for a more orderly and safer installation.



Failure to comply with this provision may result in sanctions or restrictions during assembly.



## ADDITIONAL CONSIDERATIONS FOR STAND DESIGN AND CONSTRUCTION

### Use of Space and Design

- **No element may be placed outside the contracted area**, regardless of its size or whether it is aerial or on the floor. Exhibitors may only use the square meters contracted.
- If the contracted area is **divided by an aisle (common expo area)**, the aisle may not be used for hanging elements, carpet, arches, double floors, platforms, etc.
- **No signage**, decoration, or structure may protrude into the aisles or invade neighboring stands, regardless of dimensions.
- It is recommended to choose a stand **design that can be built within the time assigned for assembly**.
- It is suggested to include **accessibility ramps** in the stand design.
- **Metalworking is not permitted inside the exhibition halls.**



### Visibility

- **Hanging elements must not obstruct visibility** of the neighboring stand or block aisles (e.g., shelves, screens, display products, etc.).

### Safety and Regulations

- **No aisle**, passageway, lobby, or exit leading to fire-extinguishing devices may be obstructed.
- If your stand has a **hydrant** within its area, it **may not be blocked** by equipment or walls. It must have a false floor that is **identified and easy to remove**.
- **Fire extinguishers may not be removed** from their fixed points to be used elsewhere as reserves without prior authorization from RX México. If your contracted space includes a fire extinguisher, **it must be considered in your design**.

### Materials and Storage

- **All glass material** used in the stand design **must be tempered glass with protective film**. The use of **acrylic, polycarbonate, or similar plastic materials is recommended**.
- The Organizing Committee **cannot safeguard exhibitor belongings** (personal items, display products, or construction materials). It is recommended **to include a storage area** within the stand to secure these items.



### Advertising on Visible Walls

- **Walls visible to common areas** (such as aisles) may display exhibitor advertising.
- **Advertising may not be placed** on side or rear walls if there are neighboring exhibitors adjoining those walls.

### Responsibility

- The Organizing Committee **will not be responsible** for damages or issues affecting the exhibitor or builder resulting from non-compliance with these rules.
- Likewise, the Organizing Committee **may halt or close the assembly or construction of the stand if it does not comply with any of the rules established in this manual**.



## ELECTRICAL POWER

All spaces include basic electrical service: **one double outlet of 110 V / 1000 W**, assigned according to the size of the stand. If you require **additional or special electricity** (such as two-phase or three-phase), **you must request and contract it directly with Expo Guadalajara.**

Internal electrical installations within the stand must be carried out using **heavy-duty cable of appropriate gauge for the intended load, properly piped, protected, and with joints correctly insulated. DUPLEX CABLE IS NOT ACCEPTED UNDER ANY CIRCUMSTANCES.**



**It is prohibited to manipulate or relocate** the supply installations provided by the venue. Connections are only allowed to the **direct line outlets** arranged in your stand area.

In many cases, basic outlets are **not sufficient to power** all equipment, lighting, and stand elements. When exhibitors or builders do **not contract two-phase or three-phase electricity** and exceed the supply capacity, **breakers trip**, causing power cuts that affect stand operation.

Therefore, **it is the exhibitor's responsibility to carefully review their electrical** needs and contract the appropriate supply to avoid overloads. The Organizing Committee **will not be responsible** for power cuts resulting from excess load.

The Organizing Committee and the venue reserve the right **to disconnect electrical supply** to any exhibitor whose installations do not comply with the indicated regulations or represent a risk. They are also not responsible for any damage this may cause to equipment or stand structures.



### Additional Electrical Considerations

- ✓ Electrical boxes must remain inside the stand, ensuring cables are properly arranged along their path.
- ✓ Exposed outlets must be fixed to the stand structure.
- ✓ Only heavy-duty cables may be used for electrical connections. Multiple unions with cables of different gauges or poor insulation are not permitted, as they may cause overheating and short circuits.

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



## STEPS AND SUGGESTIONS FOR CHOOSING YOUR STAND PROVIDER

Before hiring your stand provider, we recommend following these steps to ensure a reliable choice suited to your needs:

### 1.- Research and validate the company

- Verify that the builder has **references from previous projects** or is endorsed by an industry association.
- Request the company's articles of incorporation to confirm it is a formal, legally established business.



### 2.- Confirm compliance with event requirements

- Ensure they have **the mandatory documentation**, such as:
  - **Civil liability insurance policy.**
  - **Professional renders and plans with measurements**, plus technical sheets of materials and stand weights.
  - **DRO** (Director Responsible for Construction), if applicable

### 3.- Evaluate the design proposal

- Check that the proposed design **fits your needs, budget, and assembly timeline.**
- Remember: price does **not always reflect quality** or guarantee timely delivery.

### 4.- Verify operational capacity

- Ask how many people the company will assign for assembly to ensure the stand **is delivered on time and as agreed.**

### 5.- Set key dates

- Define with your provider a **deadline for the final stand design.**
- It is recommended to have the final design ready by June 2026, so the builder can upload documents to the operations portal **before July 24, 2026.**



### 6.- Maintain clear communication

- Ensure the company **keeps transparent and fluid communication throughout the process.**
- We suggest **the builder share photos of progress during construction and on-site assembly days.** This allows you, as the exhibitor, to **verify that the stand is being built according to the approved design and within the established timeline, avoiding last-minute surprises.** Sometimes, exhibitors who rely too heavily on their provider fail to request progress evidence and face delays or incomplete deliveries.



## 7.- Recommended Payment Conditions

- Although the Organizing Committee **does not intervene in commercial agreements between the exhibitor and their provider**, we recommend **not making full payment for the stand before its on-site delivery**.
- It is preferable to **establish a staged payment scheme**, leaving part of the amount pending **until the stand is fully delivered and functional at the event**.

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## 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 current labor laws and payment of any sanctions imposed by representatives of **the Ministry of Labor**.

- ⊘ **The use of labor under 18 years of age by exhibitors, builders, or providers** is strictly prohibited.

## LOGISTICS COORDINATION WITH THE BUILDING COMPANY

Once the exhibitor has chosen their building company, it is a **shared responsibility** to review **logistics for arrival** at the venue.

- It is essential to consider **extra time for unforeseen** events such as traffic, accidents, mechanical failures, marches, or blockades.
- Many builders arrive with just enough time, **which increases the risk of not completing stand installation 100%**.
- Therefore, we recommend **planning with sufficient margin and maintaining** constant communication with the building company before and during the process.



- ✦ **The Organizing Committee is not responsible for delays or issues resulting from poorly planned logistics between the exhibitor and their builder.**



## REQUIREMENTS TO OBTAIN STAND DESIGN APPROVAL AND ACCESS TO ASSEMBLY

To ensure safety and proper event operations, **all exhibitors must upload the required documents through the Operations Portal** before **July 24, 2026**, without exception. These documents will be reviewed by the organizing team to grant the necessary approval that authorizes venue access and stand construction.



**This obligation applies to all exhibitors**, regardless of the size of the contracted space, the complexity of the design, or the type of exhibition. Whether it is a full stand or a simple presentation with furniture, roll-ups, or display cases, **everyone must comply with the established requirements**. Even if the exhibiting company carries out the assembly directly, it must follow the same validation process.

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

Your access to assembly begins with prior **validation in the Operations Portal** of the following requirements:

### 1.- Civil Liability Insurance Policy covering third-party damages

- Minimum amount: **\$1,000,000.00 MXN**
- Coverage/Validity: During assembly, event, and dismantling days
- Format: PDF
- Usually provided by the building company. If not, the exhibitor must contract it with their preferred insurer.

### 2.- Stand Render

- General views with measurements (front, side, and plan), properly dimensioned, indicating width, height, and depth.
- 3D visualizations.
- Technical sheet of materials. (See example of the technical sheet with required elements [👉 here](#))
- Accepted formats: JPG, PNG.
- **A photograph is not a render.**
- If the project includes **hanging elements**, a construction plan with dimensions and weight must be attached.



### 3. Structural calculation signed by a DRO (only if applicable)

- Applies to:
- Double floors
- Platforms/stages with 1 m height
- Structures supporting LED screens  $\geq 6 \text{ m}^2$
- **Hanging structures (check the rules on which hanging structures require a DRO on page 24 of this manual)**



**The structural calculation document must include:**

- A. Signed renders
- B. Analysis of live and dead loads
- C. Maximum capacity of people
- D. Technical letter with event details, including event name, dates, client, and booth number
- E. Valid professional registration of the DRO
- F. DRO's signature and seal
- G. The DRO must be registered in Jalisco and belong to the federative entity of the event

**The structural calculation must be presented in original form upon entry to assembly – MANDATORY.**

👉 **Check our tutorial on required documents:** [Documentos para la aprobacion de diseño de stand \(2\).mp4 - Google Drive](#)

### 📁 USE OF THE OPERATIVE PORTAL

#### What is the Operative Portal?

It is a digital platform exclusively for uploading and validating documents related to the design and assembly of booths.

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

#### 📁 STEP BY STEP STEP

##### STEP 1:

The exhibitor receives their access credentials to the 👉 exhibitors' operative portal via email.

If not received, they may write to 📧 [servicio.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com) to request them.

##### STEP 2:

**The exhibitor registers their booth/stand contractor in the operations portal.** To do this, they must enter some



basic company information, including the trade name, legal name, contact phone number, and the **email address of the main contact**. This email will be used by the system to automatically send the access credentials to the contractors' operations portal, where the provider can upload the required documentation.

### STEP 3:

The system automatically sends the access credentials to the booth contractor, to the email registered by the exhibitor as the main contact.

### STEP 4:

The booth contractor logs into [the operations portal](#) (contractor side) and uploads all required documents for review by the organizing committee. (See full requirements on [page 40](#) of this manual).

#### ⚠ Considerations for the operations portal:

- ❖ If the booth contractor **has not been registered by the exhibitor**, they will not be able to log in or upload documents.
- ❖ Although the portal is the same for exhibitors and contractors, **each profile has different functions**. It is essential that each one logs in with their own username and password.
- ❖ The **access credentials** (username and password) for the exhibitor and the contractor **are different**.



🔗 [Access to the operations portal for exhibitors: CLICK HERE.](#)

✉ If you have not received your access credentials, request support at ✉ [servicio.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com)

### ✅ VALIDATION AND PRE-APPROVAL OF BOOTH DOCUMENTS

Once all documents have been uploaded to the operations portal, the review and approval process is carried out as follows:

#### 1.- Review by the Organizing Committee

- The operations team reviews each uploaded document.
- If there are observations, comments are left directly in the operations portal.



#### 2.- Automatic Notification

The system will send an automatic email indicating whether the project was:

-Approved

- Not approved

- Partially approved



### 3.- In case of NON-approval The contractor must:

#### The contract must:

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

♦ **Important:** Without approval in the system, the project cannot be built.

#### 4. Status Follow-up

- It is recommended that both the contractor and the exhibitor regularly check the operations portal.
- It is essential to verify whether the booth has been approved or is still pending approval.



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## DOCUMENT UPLOAD IN OPERATIONS PORTAL – CONDITIONS AND DEADLINES



Deadline

**Deadline** to register the booth contractor: **June 26, 2026** – Responsible: Exhibitor.

**Deadline** to upload documents: **July 24, 2026** – Responsible: Contractor.

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

- If pre-approval of requirements in the operations portal is not obtained, no company will be allowed to enter for setup, let alone begin construction.
- The Organizing Committee **is not responsible** if any exhibitor fails to obtain pre-approval of requirements in the operations portal due to missed deadlines.

#### Organizing Committee Response Time

- ❖ **Single-level designs:** 24 to 72 business hours.
- ❖ **Double-deck designs:** Up to 15 business days.

**These response times are valid only for exhibitors and contractors who submitted within the established deadline.**

Exhibitors or contractors who submitted after the deadline will have to wait for the availability of the review team.



## ⚠️ ON-SITE REVIEW AND SAFETY CRITERIA

Even if the booth design has been **previously approved in the operations portal**, it is important for both the exhibitor and the contractor to keep in mind that the **final review is carried out on-site**.



During setup, the Organizing Committee and the venue will conduct a physical inspection of the booth. If it is detected that the construction does **not correspond to the approved design**, presents **safety risks**, or **does not comply with the established conditions**, approval **may be temporarily revoked** until the necessary adjustments are made.

In these cases, the Committee may request:

- Structural modifications
- Installation of hangings via trusses
- Additional reinforcements
- Hiring of support points
- Any other adjustment that ensures the safety of all attendees

✦ **Important:** The safety of exhibitors, visitors, and operations staff is the priority. Therefore, setup **will not be allowed to continue, nor will the booth be opened to the public**, until the changes indicated by the Committee or the venue have been made. The exhibitor and contractor must carry out the necessary adjustments.

We reiterate that approval in the operations portal **does not exempt** compliance with on-site safety conditions. What is presented in plans or renderings may differ from the actual construction, and any difference that represents a risk may result in **the temporary or permanent closure of the booth**.

### 📄 EXCEPTIONS

Exhibitors who contracted:

- Booth design with **RX Solutions**
- Installation of partitions with **the Organizing Committee**

**DO NOT need to upload documents**, as RX coordinates the upload directly with the operations area.

### ✦ PROCESS FOR SUBMISSION AND VALIDATION OF STRUCTURAL CALCULATION SIGNED BY D.R.O.

All exhibitors who must present a structural calculation signed by a **(D.R.O.)** must consider the following:

#### 1.- Upload to Operations Platform (Pre-approval)

- The document must be uploaded to the operations platform **before the established deadline (July 31, 2026)**.
- Once uploaded, it will first be reviewed by **the Organizing Committee** and subsequently by **Expo Guadalajara** for final approval.



- This process may take up to **15 business days**, so it is **mandatory to upload the document with sufficient anticipation**.
- If uploaded late, **the Committee is not responsible for delays in validation by Expo Guadalajara (EG)**.

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

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

## 2. Submission of the Original Document On-Site – Structural Calculation DRO



- On **the first day of setup**, upon arrival at the venue, the exhibitor or the contractor must present **the original signed document** for final validation.

- **Without exception**, this document must be **physically delivered before booth construction begins**.

- If the original document **is not delivered**, **booth setup cannot begin under any circumstances**.

- Only material unloading and access through loading docks will be allowed, but construction **cannot start until all documentation has been fully** delivered to the Organizing Committee.

**🔒 Important:** On-site validation is independent of the pre-approval carried out in the operations portal.

### ✓ **Additional Recommendation**

To ensure the safety of all involved, it is recommended that **the D.R.O. attend the venue to validate** that construction is carried out according to the structural calculation. Although **not mandatory**, this measure is **highly recommended** to safeguard everyone's well-being.



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

Want to simplify your setup process and avoid paperwork? **RX Solutions**, a specialized division within RX, offers booth design and construction services both in catalog format and customized options.

### ✓ **Advantages of contracting RX Solutions:**

- ✓ **No paperwork or document uploads required**
- ✓ **Guaranteed compliance**



All technical and operational guidelines are managed directly by RX Solutions, ensuring that your project is approved and ready for setup.

#### Quotation Contact

Yessica Mayen

📱 Mobile: +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 contracted with RX Solutions)

Marcela ZentecatI

☎ Office: +52 55 8852 6017

✉ Email: [marcela.zentecatI2@rxglobal.com](mailto:marcela.zentecatI2@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**, it is not necessary to upload documents to the Operations Portal. RX coordinates the delivery of requirements directly with the operations area of the Organizing Committee.

#### 📌 Exhibitor's Responsibility

Although RX Solutions handles all operational management, the exhibitor remains **responsible for complying with the following points:**

1.- Sign the **service contract** with RX Solutions.

2.- Submit all requested **graphic and visual** materials for booth design and production on time.

📍 Compliance with these points is essential for RX Solutions to deliver the booth on schedule. **Delays in the delivery of materials by the exhibitor may directly affect production and setup of the project.**



📍 Additionally, contracting the service close to the event date may limit the possibility of including certain booth elements, such as graphics or logos, due to production timelines. It is the exhibitor's responsibility to confirm with RX Solutions and their sales executive which elements can be delivered depending on the contracting date. Neither RX Solutions nor the Organizing Committee will be responsible for issues arising from such delays.



**Deadline** to contract booths with RX Solutions: **August 5, 2026**

**Deadline to submit artwork** (for booths already contracted with RX Solutions): **June 19, 2026**



## 📄 DELIVERY OF PROJECTS WITH RX AND COMPLEMENTARY ITEMS

The booth delivery date must be managed directly between the exhibitor and **RX Solutions**. Once the booth has been delivered, all **complementary items** such as:

- Remote controls
- Furniture or showcase keys
- Other technical accessories

will be the responsibility of the exhibitor **from the moment of delivery until the end of the event**. At the close of the event, the exhibitor **must return these items to RX Solutions**.

✦ **Any loss, damage, or failure to return** these materials will be the direct responsibility of the exhibitor.

## CONTRACTING ADDITIONAL SERVICES – EXCLUSIVE TO THE VENUE



The following services must be contracted **directly with Expo Guadalajara** without exception, as they are **exclusive to the venue**. It is **strictly prohibited** to contract them with external providers. If EG detects any contracting with an external provider, the exhibitor/contractor may be fined.

We suggest contracting at least **20 days before the event** to obtain preferential rates.



**Electricity**



**Rigging**



**Food and beverages**



**Wifi**

👉 View costs and download the contracting form for **ELECTRICITY, INTERNET, RIGGING**: [click here](#).

👉 View costs and download the contracting form for **FOOD AND BEVERAGES**: [click here](#).

For questions about forms, prices, invoicing, or payments, contact Expo Guadalajara directly:

✉ Email: [modulo@expoguadalajara.mx](mailto:modulo@expoguadalajara.mx)

### 🚫 External Food and Beverages

- The entry of food and beverages by the exhibitor or external companies (catering services) is not permitted.
- If the venue or the Committee detects external food or beverages, a penalty will be applied according to the prices established by Expo Guadalajara.
- In case the exhibitor wishes to offer tastings not provided by the venue, the following authorization request must be fulfilled:



- Submit a written request to Expo Guadalajara, on company letterhead and signed. The request must include detailed and itemized information specifying:
  - Type of product to be tasted
  - Quantities
  - Product characteristics
  - Days on which the tasting service will be offered
- Share complete information about all external providers involved.

All documentation must be submitted at least 20 business days prior to the start of the event, and before setup, for review and evaluation.

If the request is approved, tastings must comply with the following guidelines:

**Beverages:** must be served in biodegradable containers with a maximum **capacity of 2 ounces per container.**

**Food:** must be served in biodegradable containers in **portions no larger than 3 cm x 3 cm.**

Once the request has been reviewed, the venue will determine whether authorization is granted and, if so, establish the corresponding fee for handling. This amount must be paid in full prior to entry to the event, at the Additional Services Module.

This requirement is aligned with Sections 4 and 5 of [Expo Guadalajara's Gastronomy Regulations](#), which mention a 20% fee. However, since this is not a food-industry exhibition, authorization must be validated by the venue, which will determine the total applicable amount.

- Tastings of food and/or beverages at booths will only apply when the exhibitor's business is in the food and beverage sector and in accordance with the above measures.

The fact that an exhibitor offers **tastings during the event**, regardless of their industry, **will not limit** or prevent the venue from continuing to offer **its own food and beverage** services in designated areas.

**Expo Guadalajara** and the Organizing Committee reserve the right to conduct **inspections during the event** to verify that exhibitors comply with the **authorized portions, quantities, and conditions**. In case of non-compliance, the venue reserves the right to **immediately remove** such samples.



## Advance Booking

All additional services **must be booked in advance to ensure availability and access to preferential rates**. Booking services during setup involves significant risks: the venue **may not deliver the service on time**, which could directly affect the exhibitor's or contractor's operations.

 The Organizing Committee and the venue **are not responsible** for issues arising from late bookings or from the failure to deliver services requested outside the established timeframe.



## Costs and Direct Management with the Venue



- The Organizing Committee has no influence over the prices, conditions, or delivery times of venue services.
- We recommend coordinating directly with the venue regarding the terms and conditions of contracted services, as well as delivery details on-site.

Please note that placement, installation, and service quality are the responsibility of the venue.

**Note on Hanging Structures:** For an exhibitor or contractor to book a hanging structure with EG, it is essential that **the render or project has been previously validated on the operational platform by the Committee**. Without this validation, booking **cannot proceed**, as it is necessary to ensure the design complies with established technical and safety guidelines.



## Internet Service (Wi-Fi)

Internet service within the venue is exclusive and operated directly by the venue's official provider. For security, compatibility, and network control reasons, exhibitors, contractors, or external providers are not allowed to install routers, repeaters, modems, or any type of independent connection. All internet services must be contracted directly with the venue's authorized provider (EG). The Organizing Committee is not responsible for failures or incompatibilities resulting from unauthorized connections.

## DIRECTORY OF OFFICIAL PROVIDERS (RENTAL OF NON-EXCLUSIVE VENUE SERVICES)

You may contract the following **non-exclusive venue services** with any of the **official providers** we suggest below. We recommend booking in advance to take advantage of preferential rates and avoid setbacks during the event.



**Note: These providers are suggested as a recommended option for your convenience; however, you are free to contract with the provider of your choice, even if they do not appear in this manual.**

[Download the notice to exhibitors about non-official contractors](#)

SERVICE	PROVIDER	CONTACT INFORMATION		DOWNLOAD FORMS
Customs Agency & Cargo Transportation	Millenium Cargo	Jorge Vizcarra M <a href="mailto:jorgevizcarra@milleniumcargo.com.mx">jorgevizcarra@milleniumcargo.com.mx</a> Tel: (52) 555362-7899	Mario Salinas V <a href="mailto:mariosalinas@milleniumcargo.com.mx">mariosalinas@milleniumcargo.com.mx</a>  Tel:(52) 555362-7899	<a href="#">DOWNLOAD FORM</a>
Handling Request	Millenium Cargo	Jorge Vizcarra M <a href="mailto:jorgevizcarra@milleniumcargo.com.mx">jorgevizcarra@milleniumcargo.com.mx</a> Tel: (52) 555362-7899		<a href="#">DOWNLOAD FORM</a>
Cleaning Services	Limcaper	Rosi Basilio Rosales Tel: 33 1521 6350 <a href="mailto:limcaper@hotmail.com">E-mail: limcaper@hotmail.com</a>		<a href="#">DOWNLOAD FORM</a>
Private Security	TO BE CONFIRMED BY EMAIL	TO BE CONFIRMED BY EMAIL	TO BE CONFIRMED BY EMAIL	
Travel Agency	ODE Corporativo	Grecia Magdaleno y Montserrat Gutierrez Tel: 33 4711 2676 WA: 33 1713 3242 Email: <a href="mailto:reservaciones@ode.com.mx">reservaciones@ode.com.mx</a> / <a href="mailto:reservaciones.ode@gmail.com">reservaciones.ode@gmail.com</a>	Web page: <a href="https://ode.com.mx/expo-ferretera/">https://ode.com.mx/expo-ferretera/</a>	<a href="#">DOWNLOAD RATES WITH PRICES</a>
Hostesses & Translators	ODE Corporativo	Grecia Magdaleno WA: 33 1713 3242 Email: <a href="mailto:reservaciones@ode.com.mx">reservaciones@ode.com.mx</a>	Web page: <a href="https://ode.com.mx/expo-ferretera/">https://ode.com.mx/expo-ferretera/</a>	<a href="#">QUOTATION FORM</a>

## SHIPPING AND RECEIVING OF GOODS AND EXHIBITION MATERIALS

### Exhibitor Responsibility

Each exhibitor is solely responsible for coordinating the shipping, receiving, and handling of the merchandise to be displayed at the event. The Organizing Committee and **the venue do not receive, safeguard, or manage merchandise, whether national or international.**

RX is not authorized to carry out customs procedures or store materials. Therefore, exhibitors must ensure that a responsible person is present at their booth to receive any merchandise, equipment, or items intended for the exhibition..

### Packaging and Waste

The exhibitor or their contractor is also responsible for disposing of the packaging used for shipping merchandise or samples. If the Committee detects abandoned packaging or waste, a corresponding fine will be applied.



## RECOMMENDATIONS FOR NATIONAL AND INTERNATIONAL SHIPPING



If you are sending materials from abroad or within Mexico, we recommend hiring the official customs and cargo provider listed in this manual. This provider has experience with events, knowledge of venue procedures, and can help you avoid setbacks such as:

- Delays in delivery due to incomplete paperwork.
- Additional charges for handling, storage, or release of merchandise.
- Loss or damage of materials due to lack of proper follow-up.

**This is a suggested option, not mandatory, provided to support your service quotation:**

### MILLENIUM CARGO

Jorge Vizcarra M  
Tel: (52) 555362-7899  
Email: [jorgevizcarra@milleniumcargo.com.mx](mailto:jorgevizcarra@milleniumcargo.com.mx)

Mario Salinas V.  
Tel:(52) 555362-7899  
[mariosalinas@milleniumcargo.com.mx](mailto:mariosalinas@milleniumcargo.com.mx)

### To ensure successful delivery:

- Coordinate with your provider regarding venue timelines and requirements.
- Verify that your provider can deliver directly to the event.
- Ensure all documentation is complete and in order before shipping.

## EXHIBITION OF WEAPONS

It is strictly prohibited to carry or use weapons, including pyrotechnic devices, within the event.

The exhibition of any type of firearm is not permitted, including objects or toys resembling weapons, prohibited weapons, military equipment, or items representing or shaped like people or human figures.

The exhibition of knives or any other type of non-firearm weapon is not permitted, including objects or toys resembling knives or non-firearm weapons, without prior written authorization from the event organizers. All weapon exhibitions must comply with the safety and security requirements established in this Exhibitor Manual, which may be updated at the sole discretion of the event organizers.

Security Measures for Exhibitors Displaying Weapons:

Weapons must be secured in locked display cases and equipped with anti-theft systems such as steel cables or other appropriate fastening mechanisms to prevent unauthorized access or theft. Outside exhibition hours, exhibitors must remove weapons or store them securely (e.g., in gun safes), or hire additional security for their booth, assuming the corresponding costs.



In addition, the exhibitor must strictly comply with all applicable legal provisions regarding the custody of weapons. Weapons sold may not be delivered directly to the buyer. In case of non-compliance with the requirements established herein, the organizer shall have the right to implement security measures or close the booth, at the exhibitor's expense.

Make sure to provide the event organization with the following details in your exhibition request – **this must be done at least 5 weeks before the event, by July 31, 2026**, via email addressed to Customer Experience, to allow prior review before the event:



- ⇒ Details of the weapons to be exhibited
- ⇒ Activation mechanisms
- ⇒ Booth design
- ⇒ Security and exhibition measures

**All decisions made by the event administration are final and not subject to appeal.**

## PRODUCT EXHIBITION

### **(Mandatory prior review in cases of risk)**

Product exhibition is considered the **static** presentation of items within the booth, without operation, activation, demonstrations, or active interaction with attendees.

However, certain products must be notified and reviewed in advance by the Organizing Committee, in order to validate appropriate exhibition conditions, subject to express authorization, due to the potential risk they may represent. This review applies to all products that, by their characteristics, may cause accidents, injuries, or damage, including but not limited to:

- ⇒ Tools or equipment with blades, knives, or cutting surfaces (e.g., saws, cutters, knives, pocketknives, axes, machetes).
- ⇒ Objects with points, spikes, or sharp edges.
- ⇒ Products considered non-firearm weapons or similar.

If approved, the exhibitor will receive a formal authorization letter specifying the mandatory exhibition conditions.

All authorized products must be permanently safeguarded, which may include, but is not limited to:

- ⇒ Closed display cases
- ⇒ Physical barriers or protective mechanisms
- ⇒ Security systems or locked storage
- ⇒ Preventive signage
- ⇒ Restrictions on attendee access and handling



The Organizing Committee will determine the necessary **safety measures for each case** and may additionally require the submission of technical or **safety data sheets**, containment systems, specific ventilation conditions, or other elements it deems pertinent.

The Organizing Committee will conduct **on-site inspections during the event** to verify compliance with the authorized safety measures.

In the event that any anomaly or non-compliance is detected, the Committee may:

- Request **the immediate removal** of the products.
- Apply the **corresponding sanctions**, in accordance with the event regulations.

**⚠ Under no circumstances will demonstrations, dynamics, activations, or functional tests with this type of products be permitted**, including the use of dummies or simulators, since their review and authorization is strictly limited to static exhibition purposes.

If the exhibitor requires demonstrations or operational tests, they must first **request and comply with the specific authorization process for demonstrations**, which will be independently evaluated by the Organizing Committee.

## PROHIBITED PRODUCTS FOR EXHIBITION



-Products containing flammable materials (such as butane gas cans) or high-pressure tanks containing gas, nitrogen, or oxygen are not permitted. The only way they may be exhibited is if they are depressurized and completely empty, with no residue inside.

- Demonstrations with flammable solvents are not permitted.

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## EXHIBITOR BADGE REGISTRATION

For every 9m<sup>2</sup> of contracted space, 5 exhibitor badges are assigned.

**Note:** Additional badges have a cost of \$350 MXN. If required, please contact your sales executive.



### How to register exhibitor badges?

1. The **main contact** must log in to the **Exhibitor Hub**.
2. Access the Badges section.
3. Register all staff members by either:
  - Uploading an Excel file with the data.
  - Entering each person's information manually.

👉 Do you have questions about how to register your badges? [Check out our video tutorial HERE.](#)



## Important Recommendations

- Badges can be **edited, deleted, or transferred** on the platform as many times as necessary, even during the event, since the **platform remains open**.
- Although the system allows badge transfers between users, once a badge has been used to enter the event (setup, event days, or teardown), it can no longer be transferred or edited. This is because, at the time of entry, the system detects that the badge has already been scanned, and access will be blocked if it is attempted again under another name. This measure ensures access control and traceability of individuals entering the event.
- Each time badge information is modified, the system generates a new version. Therefore, it is essential to always carry the most recent version of the badge to avoid inconveniences and access issues.

-All badges must be personalized with the following data: **FULL NAME, PHONE NUMBER, EMAIL, and POSITION.**



**Important:** The data must be **unique and truthful**. Duplicate or false emails, phone numbers, or names are not allowed.

- **The main contact** is responsible for verifying that the data is correct. In case of errors, they **can edit the information directly in the Exhibitor Hub**.

## Printing and Delivery

- Although the platform does not close, we recommend that the main contact complete registration **no later than August 14, 2026** (suggested date) so that badges can be printed in time and properly distributed among the team.
- **Badge printing will be available two weeks before the event (August 17, 2026).**
- The main contact must log in to the **Exhibitor Hub** to print the corresponding badges. They are also responsible for the correct distribution of badges among their staff.
- Badges must be **printed at home or in the office**. At the venue, **badge holders and lanyards** will be provided.
- Exhibitors may bring their **own personalized lanyards** if they wish; the committee understands that companies sometimes want to showcase their brand, and this is permitted. The badge holder can be attached to such lanyards.

## Access and Restrictions

- The exhibitor badge grants access during **setup, event days, and teardown**.
- **Any duplicate badge** detected during the event **will be immediately withdrawn and canceled**.
- **Remember:** each badge is personal and non-transferable **once it has been used to enter the event for the first time**. Although the system allows transfers, **if the badge has already been scanned, access will be blocked**.



## What happens if you don't register or print your badges before the event?



- The platform will be available at all times, so you can complete the registration from your computer even while at the venue.
- Only the main contact has access to the Exhibitor Hub and can carry out badge registration.

If you are a supplier for an exhibiting company and need to enter the venue to make adjustments to audio, video, screens, or other services during the event, **you must carry an exhibitor badge**. It is important that these assignments and registrations are completed in advance to avoid delays at entry. The exhibitor is responsible for managing them.

## ON-SITE SUPPORT

During **setup, event days, and teardown**, we will have a support point for exhibitors who need assistance with **badges** or other registration-related matters.

**Location:** Exhibitor Registration at Lobby 7 – Guadalajara Hall

### Service hours:

- **Tuesday, September 1: 12:00 – 20:00 h**
- **Wednesday, September 2: 10:00 – 19:00 h**
- **Thursday, September 3: 08:00 – 19:00 h**
- **Friday, September 4: 08:00 – 18:00 h**
- **Saturday, September 5: 08:00 – 16:00 h**

We are here to make your experience easier. Feel free to come to us whenever you need support!

## INVITATION LETTER REQUEST

The invitation letter is a document that validates the participation of the contracting company as an exhibitor at the event. It may be used as part of the immigration process with the corresponding authorities.

### Important:

- This letter does not guarantee visa approval, passport processing, etc., nor does it replace official requirements requested by embassies, consulates, or other institutions.
- RX is not responsible for the outcome of the process or for the immigration requirements determined by each country. The responsibility to comply with these requirements lies solely with the applicant.



### How to request the invitation letter?

- When the main contact registers a staff member with an exhibitor badge, the system will immediately send an email to the registered person.



### This email includes:

- Access to the digital badge.
- Option to request the invitation letter (if needed).

Each registered person must submit their own request:

1. Click the link received in the email.
2. Complete the required information in the system.
3. Download the personalized letter.

**Note:** The main contact **cannot request the letter on behalf of other staff members.** The process is individual and must be completed from the registered person's email.


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## BADGE REGISTRATION FOR SETUP AND TEARDOWN


During the setup and teardown phases, **only individuals carrying their setup/teardown badge will be allowed into the halls.** Without this badge, access **will not be permitted under any circumstances.** It does not matter if you are a builder, exhibitor, or supplier, nor how long you plan to stay in the area: **the badge is mandatory.** (The exhibitor badge grants access every day.)

### How is registration done?

Once the exhibiting company registers its setup company in the **Operations Portal**, the setup company's manager receives login credentials to access the portal and register setup badges.

**If you have already been registered as a setup company** but have not yet received your access credentials for the Operations Portal, you can write to:  [servicio.enfgdl@rxglobal.com](mailto:servicio.enfgdl@rxglobal.com) to request support and receive the necessary information.



Additionally, a **video tutorial** has been prepared that explains step by step how to complete the registration.  [Check the exact minute where the setup/teardown badge process is explained.](#)

## RESPONSIBILITY FOR SETUP BADGE REGISTRATION

**Badge registration is the responsibility of the setup company.** The manager must:

- Register each person who will be on-site during setup and teardown.
- Print the badges and deliver them to the team before entering the venue.

### Important Recommendations:

- Register your team at least 5 days before the start of setup.
- There is no limit on the number of badges.
- Badges must be printed at home or in the office.
- We recommend that the manager print the badges and distribute them to workers before setup to avoid on-site delays.



- This badge **does not grant access during event days**.
- It must be worn **at all times** inside the halls.
- Do not lose it.
- Each person must carry **official identification** (INE, driver's license, or passport).
- A **photo will be taken upon first entry** during setup.

### Exhibitors – Access During Setup and Teardown

If you are an exhibitor, you may enter with your **exhibitor badge**, which grants access during setup, event days, and teardown. However, if you are part of the exhibiting company and **will only attend during setup** for specific activities (arrangement, product installation, audio/video), **you must register a setup/teardown badge**.

### SUMMARY OF AVAILABLE BADGES

Badge Type	How to Obtain It	Access Granted	Important Notes
Exhibitor	The main contact of the exhibiting company registers all staff badges in the <b>Exhibitor Hub</b> .	Setup, event, teardown	Personal and non-transferable. Limited number of badges according to contracted space.
Setup Teardown	Registration in the Operations Portal by the setup company's manager.	Setup and teardown only	No limit on badges. Must be printed in advance.
Visitor	<b>Free online registration until August 17 on the event website</b> . After that date, tickets will have a cost.	Event days during event hours	Each visitor must register individually.

- ❖ Some exhibitors wish to invite suppliers, clients, or colleagues who are not part of their company's staff. In these cases, invited individuals must register as **visitors**, since the exhibitor badge is reserved exclusively for company staff attending the booth during event days. Access the free visitor registration by clicking [here](#). **Important:** The exhibitor badge must not be used to grant access to external individuals. To ensure proper access control and event security, each badge type has a specific purpose.
- ❖ Some exhibitors rely on setup companies or other providers during the event for tasks such as cleaning or product arrangement. In these cases, it is recommended that the exhibitor manage an **exhibitor badge** for the setup company staff providing support during the event. This will allow them to enter the venue during the exclusive exhibitor access hours, which begin before the general public opening.



**Important:** The exhibitor badge must be requested by the **main contact** through the Exhibitor Hub, as part of the staff registration process for those who will be present at the event.

## SETUP AND TEARDOWN WEBINAR

For more details on access logistics and general event logistics, you are invited to the **Setup and Teardown Webinar:**

📅 Tuesday, July 14, 2026

🕒 11:00 am

👥 *It is important that all individuals responsible for your company's setup and teardown attend.*

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



## EXHIBITOR TRAINING WEBINAR

For more details on access logistics and general event logistics, you are invited to **the Exhibitor Training Webinar ENF GDL 2026:**

📅 Wednesday, June 10, 2026

🕒 11:00 am

👥 *It is important that all individuals responsible for your company's setup and teardown attend.*

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



## VEHICLE AND/OR HEAVY MACHINERY EXHIBITION



**Deadline**

If you wish to bring vehicles or heavy machinery as part of your exhibition, **you must send the technical sheet with dimensions and weight** to the Organizing Committee **before July 24, 2026** for review and validation.

Once approved, you will be assigned a **specific entry schedule**.

⚠️ **If the specifications or assigned schedule are not met, the unit will not be allowed entry.**

**Mandatory requirements for entry:**



- The vehicle or machinery must enter **with tires wrapped and the fuel tank at the minimum level (reserve only)**.
- Respect the **speed limit of 10 km/h**.
- If forklift maneuvers are required, they must be **contracted through the official event provider (Millenium Cargo)** or carried out with your own equipment (from the exhibitor or setup company), **subject to prior authorization** from the Organizing Committee.

### Additional Specifications

1. The technical sheet must include all characteristics of the equipment and materials to be brought in.
2. Machinery must not be placed on unprotected surfaces that could damage the venue.
3. The entry and exhibition activity must not affect third parties.
4. Floor resistance varies depending on the booth location, so it is essential to validate whether entry is possible.
5. Equipment of considerable height must be evaluated and approved case by case by the Organizing Committee.
6. All exhibition vehicles must be in good condition, enter with the minimum amount of fuel (reserve only), and have tires wrapped, without exception.
7. Ensure there are no leaks of any kind, such as oil, brake fluid, coolant, etc. Hydraulic fluids must not be spilled.
8. Vehicles must not emit smoke, gas, or extract fuel.

### In Case of Venue Damage:

If any damage is caused to the facilities, the exhibitor **must cover the corresponding cost**. Otherwise, **the unit will not be allowed to leave the venue**. If the unit exits without authorization after causing damage, the Organizing Committee **may impose a fine and/or refuse to renew the participation contract for the following year**.

### Additional Information Required:

For exhibition vehicles, it is mandatory to provide the Organizing Committee with:

- **Vehicle license plates**
- **Name and mobile phone number of the person responsible for the maneuvers**



## SETUP

### SUPPORT DURING SETUP, EVENT, AND TEARDOWN

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



- **Setup: 08:00 – 22:00 h**
- **Event: 08:00 – 20:00 h**
- **Teardown: 08:00 – 19:00 h**

During these hours, you can go directly to CAEX for personalized assistance.

- The CAEX location will be shared in the exhibitor WhatsApp group a few days before the event.



### Direct Contact:

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

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## REQUIREMENTS TO ENTER THE SETUP AREA

To access the venue during the setup period, it is essential to comply with the following requirements:

### 1.- Full payment of contracted space

100% of the payment must be settled before the start of setup to avoid delays in access. No proof of payment is required, as RX's finance department already has this information updated.

### 2.- Approved documentation in the Operations Portal

It is the responsibility of the **exhibitor or setup company** to verify directly in the Operations Portal that the following documents are marked as **"approved"**:

- Civil liability insurance policy
- Project (including render and DRO, if applicable)

**RX no longer issues approval letters.** If any of these documents are pending or rejected in the Operations Portal, **access to setup will not be permitted**, and the Organizing Committee will not be responsible for any consequences this may cause.

### 3.- Mandatory badge

Each person must carry their corresponding badge:

- **Setup/teardown badge**
- Or **exhibitor badge** (also valid for setup and teardown)

### 4.- Personal Protective Equipment (PPE)

All personnel entering the setup area must wear basic PPE without exception. This applies regardless of the length of stay or the activity to be performed.

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## TRAFFIC CONTINGENCIES DURING SETUP, EVENT, AND TEARDOWN

During setup, exhibition, and teardown days, external situations may arise that affect mobility or access to the venue, such as demonstrations, blockades, marches, flooding, road closures, or adverse weather conditions.

The Organizing Committee **has no control or responsibility** over these events, as they are outside the scope of the event's operations. Each exhibitor and supplier must take the necessary measures to ensure timely arrival at the venue.



**Important:** No changes or extensions to the times established in this manual will be made due to external disruptions, as they fall outside the responsibility of the Committee.



## 💰 ON-SITE PAYMENTS DURING SETUP, EVENT, AND TEARDOWN

To ensure safety 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 points:**

1. CAEX (Exhibitor Service Center)
2. Official providers' service desk
3. Venue offices



**Payments to external or unidentified individuals are not allowed**, including security staff, builders, or third parties requesting money to expedite access, use of loading docks, or any other service.

### 📌 Recommendation:

If anyone requests a payment outside the authorized points, do not proceed and immediately contact your Customer Experience representative to validate the information.

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## 🛡️ SAFETY AND CIVIL PROTECTION

All exhibitors and setup companies 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 corridors.
2. **Have fire extinguishers** if the booth design or materials require them.

Additionally, during **setup and teardown phases**, the Organizing Committee and the venue **may conduct emergency drills as part of their civil protection protocols.**

📌 **We request the active collaboration of all involved** (exhibitors, builders, providers, etc.) to participate in these drills.

As a Committee, we are committed to the safety of all attendees and aim to be prepared for any eventuality.



## EMERGENCY EXITS

For your safety, identify the emergency exits of the venue. In case of any eventuality, follow the signs and head to the nearest exit.

Download the venue map, where you can find all safety signage, evacuation routes, emergency exits, and key areas of the event.



## PERSONAL PROTECTIVE EQUIPMENT (PPE)

During setup days, **all individuals** entering the exhibition area – exhibitors, builders, designers, providers, cleaning staff, etc. – must wear the basic **Personal Protective Equipment (PPE)** without exception. **This applies regardless of the amount of time spent in the halls or the activity performed.**

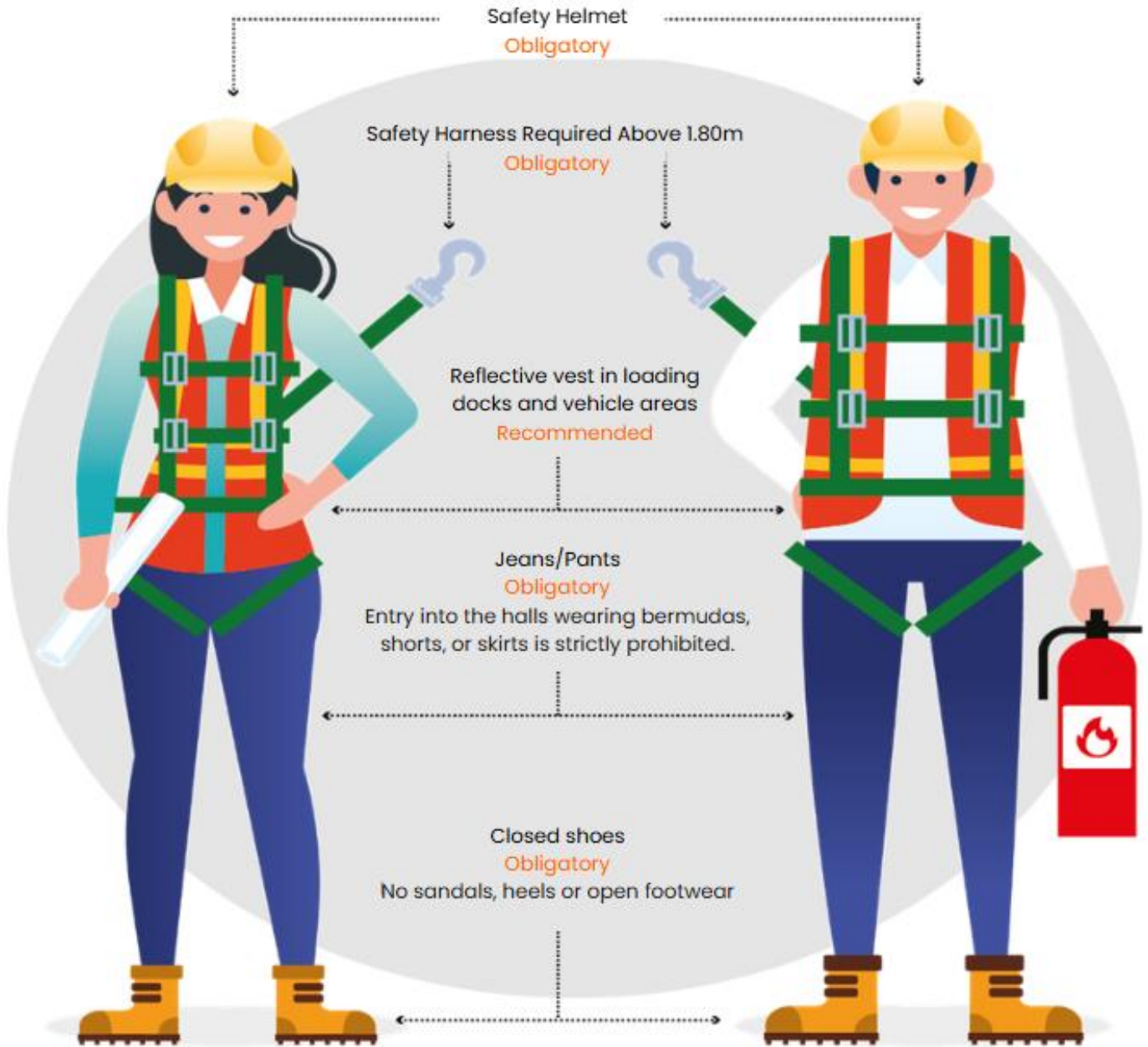
The basic PPE includes:

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

### Important:

- Helmets may not be removed inside the halls.
- The Organizing Committee has the authority to sanction or fine any company that fails to comply with this rule.
- In case of non-compliance, immediate removal of the person or team involved may be requested.





SAFETY  SHOWS





## MEDICAL ATTENTION

The Organizing Committee and the venue provide **first aid services** for minor incidents. However, if a major accident occurs requiring specialized medical care (ambulance, hospitalization, etc.), **expenses will be borne by the exhibitor or builder.**

### Recommendations to avoid setbacks:

- **Inform your team in advance** about the mandatory use of PPE.
- **Verify that everyone is wearing it before entering.**
- If your setup company provides the equipment, ensure it is complete and in good condition.
- **Access will not be permitted without PPE**, even if the person is registered and has a badge.

## SETUP SCHEDULES

The following entry times are general; **each exhibitor has a specific schedule depending on the zone and booth type (size).** If you have any questions, please contact your Customer Experience representative.

Installation Timetable – Jalisco Hall, Guadalajara, and Lobbies 1,2,3 and 4		
THIS REGULATION APPLIES TO ALL BOOTH SIZES		
ZONE	DAYS	OBSERVATIONS
<b>PURPLE ZONE</b>	Sunday, august 30th, 08:00 a 22:00 h Monday, august 31st, 08:00 a 22:00 h Tuesday, september 1st, 08:00 a 22:00 h	Applies to exhibitors who will set up / build a booth design.
<b>GREEN ZONE</b>	Monday, august 31st, 08:00 a 22:00 h Tuesday, september 1st, 08:00 a 22:00 h	
<b>ORANGE ZONE – LOBBY 1</b>	Monday, august 31st, 12:00 a 22:00 h Tuesday, september 1st, 08:00 a 22:00 h	

## 🕒 IMPORTANT POINTS ABOUT SETUP

**Note: Wednesday, September 2 will be exclusively for product stocking, cleaning, and light setup inside booths from 08:00 to 19:00. Access will not be permitted to decorators with materials and/or tools for booth construction.**

-**Evacuation deadline:** All halls must be completely vacated each night by 22:00, without exception.

-**Night setup (only Monday, August 31 and Tuesday, September 1, 2026).**

Companies requiring additional night setup hours may contract them **only on these dates**, with prior authorization from the Organizing Committee.



Payment for overtime hours must be made **directly with the venue (EG)**. Payment for medical services and private security services must be made **directly to the Organizing Committee**.

**- Request for Additional Hours:**

- ✓ Exhibitors or contractors who require extra nighttime hours must **notify the Exhibitor Service Center (CAEX) before 18:00 on August 31 and September 1, 2026**, to receive authorization.
- ✓ Once the additional time has been authorized, the **corresponding payment must be made to the Organizing Committee for security and medical services**, according to the previously approved time. This payment must be made at the Finance area located in CAEX.
- ✓ After completing the payment with the Organizing Committee, **the authorized overtime assembly hours must be paid directly to Expo Guadalajara (venue)**. Payment must be made at the Services Module in Lobby 1 (next to the main entrance).



**EXTRA TIME FOR SETUP (EXHIBITION)**

Subject to approval.  
Per hour per each 9 m<sup>2</sup>.

**\$539.66 + VAT**

ON SITE RATE  
MX  
Cost per hour. COD: SA00073

+

**Payment to the Organizing Committee for security and medical services.**

**\$2,200 per security element + VAT.**

One security element is required for areas from 1 up to 54 m<sup>2</sup>, corresponding to one service block with a duration of 1 to 3 hours.

"The rate corresponds to a 3-hour block, which will be charged in full regardless of the actual time used within that period."

If your **booth is larger than 54 m<sup>2</sup>**, an additional **payment of \$2,200 MXN + VAT** will be required for a **security element**, which must be covered according to the established guidelines.

**Important:**



On **September 2, it will not be permitted to contract additional nighttime assembly hours**. It is recommended to plan assembly times in advance.

**Assembly will end without exception on Tuesday, September 1, at 22:00.**



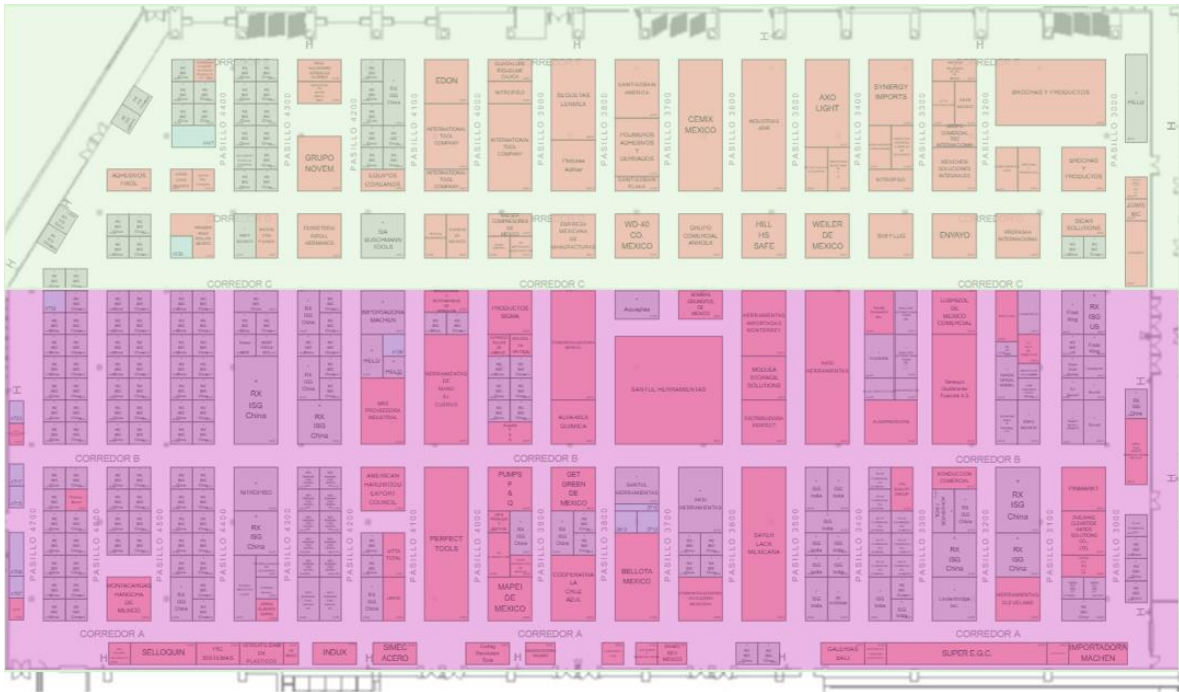
## Floor Plan with Color Zones for Assembly Entry Times [Jalisco Hall and Lobbies 1, 2, 3, and 4]

- ⇒ **Locate your booth within the green zone**, which corresponds to all booths located from Corridor C and towards Corridor D.
- ⇒ Booths located from **Corridor C downward, corresponding to Corridors C, B, and A, are part of the purple zone.**
- ⇒ **Lobby 1** corresponds exclusively to the **orange zone.**



## Floor Plan with Color Zones for Assembly Entry Times [Guadalajara Hall]

- ⇒ Locate your booth within the **green zone**, which corresponds to all booths located from **Corridor C and towards Corridor D**.
- ⇒ Booths located **from Corridor C downward, corresponding to Corridors C, B, and A, are part of the purple zone**.



### ⚠ SAFETY CONDITIONS AND PENALTIES

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

In the event that a booth is not completed and negatively affects **the image of the event**, the Organizing Committee will apply **a fine for poor image**.

The Organizing Committee will review **all projects and constructions to ensure compliance with safety regulations**. Any structure that represents a risk will be intervened.

If by **September 1 at 22:00** a construction is not completed and poses a safety risk:

- ❖ The committee **will not allow the booth to open**.
- ❖ **Perimeter panels** will be placed to prevent accidents and protect the image of the event.
- ❖ **All expenses 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.

## ACCESS ROUTE TO ASSEMBLY / LOADING DOCKS (BOOTH AND PRODUCT UNLOADING)

### EXPO OPEN – EXCLUSIVE ACCESS TO LOADING DOCKS

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

Entry to the loading **docks is subject to available capacity** and your position in line, so it is recommended to plan ahead and arrive early.

**Follow the entry steps as indicated in the following access route image for the loading docks.**



## REGISTRATION AT EXPO ABIERTA

1.- **First, you must complete your registration at Expo Abierta.** (No vehicle/trailer will be allowed to enter the maneuvering yard at the docks without prior registration).

## ACCESS TO MANEUVERING YARD

2.- Once you have completed your registration at Expo Abierta, **you will be given a control slip and may proceed to the maneuvering yard (docks) for vehicle/trailer entry.**

**NOTE: You will remain at Expo Abierta until there is availability to enter the docks.**

**If you have any outstanding debt with the Organizing Committee, access to setup will not be permitted.**

## PARKING AND PEDESTRIAN ENTRANCE

For exhibitors carrying light **materials or promotional items in boxes that can be hand-carried**, it is recommended to enter through the **regular parking** lot or **pedestrian entrance**. This access is faster and helps avoid congestion at the docks, which are reserved for heavy unloading operations.

Vehicle access to the venue and dock assignment will be carried out according to availability at the time of entry.



## 📍 ENTRY THROUGH EXPO ABIERTA: MANDATORY ACCESS CONTROL AND SLIPS

To ensure an orderly and safe setup, **all vehicles requiring unloading at the docks must enter through Expo Abierta**, without exception. This step is essential to obtain the control slips required for dock access.

Upon entering through **Expo Abierta**, a **slip will be issued** that must be kept in good condition throughout the operation:



### ■ Dock Access Slip (issued by the Organizing Committee)

- **Grants access to the docks.**
- Serves to **record the entry and exit times** of each vehicle.
- Without this slip, **entry to the docks will not be permitted**, even if the vehicle attempts to enter directly.

● **Important:** Vehicles attempting to enter the docks directly without going through **Expo Abierta will not be authorized.** This procedure is mandatory for all vehicles wishing to unload materials in the dock area.

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## LOADING AND UNLOADING AT DOCKS

The use of docks is exclusively intended for **loading and unloading stands, equipment, and products.** To maintain operational flow, it is essential to follow the rules below.





### General Rules:

- **Parking or leaving vehicles unattended at the docks is strictly prohibited.**
- In case of non-compliance, the unit will be removed.
- **Maximum stay time will be assigned according to the type and size of the vehicle.**

Please consult the corresponding table of times and fees.

- **Only one vehicle per company is allowed to enter.**
- **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.

### FEES AND TIMES:

Prices are set directly by the venue. **The Organizing Committee has no influence over these costs.** Fees are **subject to change without prior notice.**

### WHAT TO DO IF YOU CANNOT UNLOAD ALL MATERIAL WITHIN THE ESTABLISHED TIME?

During setup, each unit has a limited time to unload materials at the docks. If you cannot complete unloading within that period, there are **two options:**

#### ✓ Option 1: Exit the dock area and rejoin the line

**1.- Remove the unit from the dock** once your assigned time has expired, to allow access for other vehicles.

**2.- Rejoin the line at Expo Abierta** with the same unit to obtain a new unloading turn. Note: This option may involve additional waiting times, and access will depend on dock availability.

#### ✓ Option 2: Remain at the dock by paying for extra time

If you prefer not to remove the unit, you may **pay for additional time** to continue unloading without leaving the dock area. Payment must be made at the corresponding EG module.

### LOADING AND UNLOADING OPERATIONS

- All reception of products, setup materials, and/or merchandise must take place **only during the authorized periods for setup, event, and dismantling.**
- Vehicle access to event areas is **permitted solely for loading or unloading purposes.** Entry for parking or prolonged stays is not allowed.



- **Vehicle access to the interior of the halls during setup**, event, and dismantling is strictly prohibited. Only vehicles that are a direct part of the exhibition equipment may enter **during event days, and only with prior written authorization.**
- **Loading and unloading maneuvers are not permitted on sidewalks or adjacent avenues to the venue.**
- The Organizing Committee **is not responsible**, under any circumstances, for theft or damage to vehicles, materials, or equipment of any kind within Expo Guadalajara.
- The maximum time allowed for loading and unloading maneuvers in the maneuvering yard will be assigned **according to the penalty table.** If this time is exceeded, a financial penalty will be applied to the driver or vehicle owner, in accordance with the current fee schedule. The penalty is issued at the exit booth, where the corresponding payment must be made.
- Once the vehicle **has been unloaded, it must immediately** leave the maneuvering yard, freeing the dock for other maneuvers.
- The **dock area is not a parking lot or storage zone.** Its use is limited exclusively to loading and unloading maneuvers.
- **The maximum speed allowed within the maneuvering yard is 10 km/h.**
- The Organizing Committee **is not responsible for loss of items left inside vehicles, nor for damages caused by third parties, mechanical failures, or theft of parts or accessories.**

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## RULES DURING SETUP

To ensure a safe, orderly, and respectful setup within the venue, compliance with the following rules is mandatory:

### Personal Safety

- **Use scaffolding** for any construction exceeding **3 meters in height.**
- **Wear personal protective equipment (PPE)** at all times: helmet, closed footwear, and long pants.
- **Smoking and consumption of alcoholic beverages are prohibited** inside the venue during setup.
- **Entry of minors during setup** is strictly prohibited for safety reasons.
- **Work on the top step of step ladders is not permitted.**
- **Stacking boxes, ladders on scaffolding, or placing buckets on ladders to perform work at height is prohibited.**

### Permitted Activities

- Setup hours are intended for **assembling and detailing the stand, not for building it from scratch.**  
**Production activities** such as sawing, welding, use of cement, or other construction materials **are strictly prohibited.**
- **Music is permitted but must be kept at a moderate volume** so as not to interfere with safety instructions or emergency communication.

### Use of Tools

- **Tools must be used correctly and responsibly.** Playing with, mishandling, or using tools without proper training is prohibited.



### Order and Cleanliness

- Trash must be deposited in **the bins located on the platforms**. It is forbidden to leave construction materials and/or wood since they are not considered trash. The installer must take them away.
- **Do not leave trash in hallways or neighboring stands** at the end of the day.
- Every day, at the end of the assembly schedule, hallways **must be kept clear**. Otherwise, a **cleaning fine will be applied**.
- Sanding and dust control: For repair work, to avoid excessive dust generation, sanders must have a dust collection system, either a receptacle or a capture bag.

### Structural Safety

- Structures supporting a **second floor** must rest directly on the **solid floor of the venue, not on platforms**.
- The committee will validate assemblies on site. If this rule is not followed, **construction will be suspended**.

### Circulation and Evacuation

- **Keep hallways marked as evacuation routes clear** throughout the day.

### Supervision and Sanctions

- The organizing committee **may stop any assembly** that does not comply with these rules until corrected. It may also **apply fines to the exhibitor or installer** for non-compliance.
- The **committee is not responsible** for any consequences this may represent for the exhibitor or installer.

### WORK OUTSIDE THE STAND

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

- **Cover the venue floor or carpet at all times** to avoid damage.
- **Maintain protection throughout the activity**, without exceptions.
- **Responsibility for damages:** Any damage to the floor, carpet, or other areas will be covered **by the stand manager**.



### FLOOR MANAGERS – SUPERVISION AND SUPPORT ON SITE

During the assembly, event, and dismantling stages, you will have the support of **Floor Managers**, trained professionals who will be present on the exhibition floor to:

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



Built by  
**RX** in the business of  
building businesses

**RX**  
STAFF

#### ◆ Identification:

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





The role of the Floor Managers is to enforce the rules for the common good, safety, and logistics of the event. At the same time, they can be great allies to help you resolve on-site situations, provided there is respectful and collaborative communication. Exhibitors and installers are requested to maintain a professional attitude and openness to dialogue with them.

### Did you have any issues on site?

If any situation, disagreement, or incident arises related to any operational aspect on site, **we invite you** to report it immediately at the **CAEX (Exhibitor Service Center)**.

Our team is available to address your case and channel it to the corresponding area for follow-up and resolution.

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### CLEANING

The Organizing Committee will be responsible for cleaning the **common areas** of the event. However, as an exhibitor, you are responsible for keeping your **assigned space** clean during the assembly, event, and dismantling stages.

### Stand Cleaning Service

If you need additional cleaning in your stand, you may:

- Hire the service directly with **Expo Guadalajara**.
- Perform it on your own, ensuring it does not interfere with event operations.

### Exhibitor Responsibility

- Exhibitors must remove from the exhibition floor **all leftover materials and waste** generated by product unpacking, assembly, or dismantling (boxes, cardboard, plastics, construction materials, etc.).
- **Wood, debris, and leftovers from stand construction are not considered common trash.** These must be removed by the exhibitor or installer **before the start of the event.**
- If the Committee detects non-compliance with this rule, **the cleaning costs will be charged to the responsible exhibitor or installer.**

In some cases, exhibitors finish assembly early and leave their stand clean and ready. However, other exhibitors continue assembling, which may generate dust and dirt in already finished stands.

**For this reason, it is recommended to:**

- Bring basic cleaning supplies to keep the stand in optimal condition.
- Hire the official cleaning service provider if you want to ensure professional cleaning before the start of the event.



The Organizing Committee **is not responsible** for dirt or dust accumulated in stands as a result of the assembly logistics of other exhibitors or of the committee itself.



### Important: Stand Review and Delivery

Before the opening of the event, **the exhibitor must review and receive their complete stand, and the installer must deliver the assembly in optimal condition** (structures, graphics, paint, finishes, etc.).

During the event days, it will **not be possible to make adjustments such as color changes**, graphic replacements, repairs for detached pieces, or paint touch-ups. This is because assembly concludes before the start of the event, and access for installers during exhibition days is restricted for safety and operational reasons.

### Recommendation:

Carry out the final review with your installer **before the end of assembly** to ensure everything is in accordance with what was contracted and approved.

## EVENT

### VENUE: EXPO GUADALAJARA

#### Venue Address

#### Expo Guadalajara

[Av. Mariano Otero No. 1499, Verde Valle, CP: 44550, Guadalajara, Jal.](#)

Phone: [+52 33 3343 3000](tel:+523333433000)

Website: <http://www.expoguadalajara.mx/>



## EVENT SCHEDULE

### VISITORS/EVENT SCHEDULE

Septiembre, 3 – 4, 2026 / **10:00 – 20:00 h**

Septiembre 5, 2026 / **10:00 – 18:00 h**

### EXHIBITOR/EVENT SCHEDULE

Septiembre, 3 – 4, 2026 / **8:00 – 20:00 h**

Septiembre 5, 2026 / **8:00 – 18:00 h**

### 📍 Entry 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, without exception.



## PRODUCT RESTOCKING


On **September 3, 4, and 5**, exhibitors may enter to restock products from **8:00 a.m. to 9:30 a.m.**, provided they wear their exhibitor badge.

This access is strictly limited to:

- Product arrangement
- Stand cleaning
- Internal team meetings



**Note:** If **entry through loading docks is required**, the **Marshalling process will no longer be available**. Access must be made **exclusively through the dock gate**, where staff will provide **instructions at the time** of entry.

 Construction, painting, or finishing activities in the stand **are not allowed** during these hours. The entry of **ladders, tools, or work materials** is prohibited during event days.

## Presence in the Stand

Exhibitors must remain in their stand throughout the official event hours. Leaving the stand or departing before the event concludes is not permitted.

It is essential that exhibitors organize their travel, lodging, and transportation logistics in accordance with these schedules.



## Product Removal

During event hours, the **removal of products, machinery, or furniture from the stand will not be allowed**. All removal logistics must be carried out only during the authorized dismantling hours.

## Important

The Organizing Committee is not responsible for missed flights, transfers, or personal commitments resulting from the impossibility of leaving the venue before the official closing time.

Out of commitment to visitors, all exhibitors must remain in their stand until the official closing of the event. 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 or removal schedules for products, machinery, or furniture—even if the exhibitor argues they must leave earlier. All dismantling activities must be carried out only during **authorized hours**.

Exhibitors are requested to **plan their travel**, lodging, and transportation logistics in advance, considering the official event schedules to avoid setbacks.



## SOUND LEVELS – PERMITTED DECIBELS

The sound levels of any activity or presentation inside the stand 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 sound **can be offensive, distracting**, and harmful to the business atmosphere of other participants.

### General Rules

- All audio equipment (sound systems, screens with audio, microphones, etc.) **must not exceed 65 decibels (65 dB)**.
- RX reserves the right **to interrupt any sound activity** that causes disturbances, crowds, 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 the “Good Neighbor” policies.

### Activities That Encourage Excessive Noise

In addition to sound generated by equipment, exhibitors are requested **to avoid dynamics that incite visitors to shout or generate excessive noise**, such as contests, animations, or presentations that promote collective shouting. Even if the noise comes from attendees, **it is the exhibitor’s responsibility to control the atmosphere of their stand** so as not to affect the experience of neighboring exhibitors.



**IMPORTANT:** This event is a **professional exhibition**, and each exhibitor has the right to an environment conducive to doing business. Therefore, no type of **sound that negatively affects the experience of other exhibitors or visitors will be permitted.**

The Organizing Committee will be receptive to complaints registered 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 fairness, safety, and the quality of the event.**

## GOOD NEIGHBOR POLICIES

To ensure a positive and equitable experience for all exhibitors, we promote **Good Neighbor practices** focused on mutual respect, harmonious coexistence, and responsible use of space. Non-compliance with these policies may result in sanctions or fines.

### Respect your neighbors’ space:

- Do not invade the contracted area of adjacent brands.
- Keep your demonstrations within your stand. If they generate crowds that block hallways or affect other exhibitors, you must adjust your activity.
- Contract the appropriate space for your activities. We understand that some dynamics may attract large crowds or generate lines; however, it is the exhibitor’s responsibility to maintain order and prevent these from interfering with the natural flow of the event. Lines must remain within the contracted space and must not block hallways,



entrances, or the visibility and access of neighboring stands. If your activity generates high attendance, consider implementing signage, support staff, or physical barriers to properly channel visitors.

#### Visibility and Physical Boundaries:

- Do not place elements that block the visibility of neighboring stands.
- It is prohibited to install screens, shelves, equipment, or any structure outside the contracted area, regardless of whether it exceeds by millimeters or centimeters.

#### Special Demonstrations:

- If you plan to use smoke booths, you must notify the Organizing Committee and have proper extractors to avoid triggering alarms. If these requirements are not met, the demonstration will be canceled.

#### Waste and Material Management:

- Do not leave trash or materials in other stands, common areas, or unused spaces of the venue. Take your waste with you.
- Do not place boxes, products, or materials outside or behind your stand. It is recommended to build a storage area within your stand.

#### Activations and Dynamics:

- Mascots must remain inside the contracted area. They cannot circulate through hallways or other event zones.
- Sound must remain below **65 decibels at 3 meters from the source**, directed toward the interior of the stand. If you require higher volume, consider building a soundproof room.
- Throwing promotional items (cups, tumblers, keychains, etc.) into hallways or toward visitors is strictly prohibited.

#### Flow and Access:

- Do not carry out activities that obstruct hallways, redirect traffic, or hinder access to other stands. This includes demonstrations, distribution of materials, forming lines, or any dynamic outside the contracted area.

## INFLATABLES AND MASCOTS

1. If **inflatables** are used as part of the stand design or activation, the exhibitor or installer must consider that, **depending on the size** and type of inflatable, it may be **necessary to hire support points and counterweights**. These measures may be required by the venue or the Organizing Committee to ensure safety on the exhibition floor.



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

2. Regarding the use of **mascots**, they **must remain within the assigned stand space**. They are not allowed to circulate through hallways, even if it is to go to the restroom, take a break, or carry out any activity outside the stand. This measure is intended to **respect the space of all exhibitors**, avoid crowds, 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.

## PENALTIES FOR NON-COMPLIANCE

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 respecting the established rules.

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

**1.- First infraction:** Verbal warning from the RX team.

**2.- Second infraction:** Written warning addressed to the booth manager, signed by RX.

**3.- Third infraction:** A stricter measure will be applied, which includes but is not limited to:

- Immediate fine of **USD 2,000.00 (two thousand dollars)** per infraction.
- Suspension of the booth's electrical supply **for 1 hour**. RX will not be responsible for damages resulting from this suspension while the corresponding payment is processed.
- 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 decide whether or not to renew the booth for future editions in cases of repeated non-compliance.

To avoid setbacks, we recommend training all personnel involved in the setup, operation, and customer service of the booth regarding these rules and their possible consequences. This will contribute to the booth's good performance, harmonious coexistence 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.

A demo is considered any activity in which the exhibitor uses their product within the booth to show its real-time operation. Unlike a static display, in a demo the product is powered on, operated, runs processes, or interacts with the environment or attendees to demonstrate its capabilities, benefits, or performance.



### What should you do?

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

- Detailed description of the demonstration.
- Technical data sheets of the products to be demonstrated.
- Booth render clearly indicating the area where the activity will take place.

2.- Review and authorization:

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



## Safety Considerations:

- Demonstrations must be carried out only by trained personnel using appropriate personal protective equipment (PPE).
- Visitors are not allowed to operate or activate machines or equipment.
- Booths must be fully enclosed and equipped with a smoke extraction system if emissions are generated.

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

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

Demonstrations involving flying particles or sparks must be conducted in enclosed cabins with translucent walls and/or acrylics. It is mandatory to submit:

- Technical details of the demonstration.
- A render of the space showing dimensions and thickness of protective materials.
- Demonstrations are not permitted on the second floor of booths.

### **Demonstrations with flammable solvents are not allowed.**

Products **related to hunting sports, extreme sports, or pellet rifles are not permitted for demonstrations or display.**

Approval of the **render** 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 the event administration are final and not subject to appeal.**



Even if a demonstration has been previously authorized, the Organizing Committee **may suspend it on-site** if risks not considered during the initial review are detected. The safety of attendees and exhibitors is the priority. Exhibitors must comply with the suspension or make the adjustments indicated by the Committee to ensure the activity can be carried out safely.



### **Elevated platforms/safety cabins.**



## ACTIVATIONS, DYNAMICS, AND MASCOTS

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



### What should you do?

- 1.- Send your request by email to your Customer Experience contact before **July 24, 2026**, including:
  - Detailed description of the activity.
  - Booth render clearly indicating the area where the activity will take place.
- 2.- Review and authorization:
  - The Organizing Committee will evaluate the proposal.
  - If additional information is required, it will be requested directly from the exhibitor.
  - Once authorized, you will receive confirmation by email.

### Important Considerations:

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



- Throwing products into the aisles.
  - Blocking aisles with displays or products.
  - Display of animals or shooting simulations.
  - Under no circumstances may demonstrations or dynamics using dummy weapons be carried out.
- Unauthorized activities will be immediately suspended.
  - The use of sound equipment or sirens is limited to **65 decibels** measured at 3 meters from the source, directed toward the interior of the booth.
  - Even if an activity has been previously authorized, the Organizing Committee may suspend it on-site if it poses a risk to attendees or exhibitors.

## ✗ GAMES OF CHANCE: ACTIVITIES NOT PERMITTED IN THE VENUE



According to the Expo Guadalajara Operations Regulations, games of **chance** are strictly prohibited within the venue unless a special permit is processed with EG, and you must also have the relevant permits from SEGOB.

### What is considered a game of chance?

Activities whose outcome depends primarily on luck rather than the participant's skill. In general, they involve some type of bet or prize conditioned by chance.

### Examples of prohibited games of chance:

- **Roulettes** (physical or digital)
- **Slot machines**
- **Cards with Bets (Poker, Blackjack, 21)**
- **Unauthorized Lotteries or Raffles**
- **Bingo with Cash Prizes**



- **Sports Betting or Money-Based**
- **Predictions Scratch Cards or “Scratch and Win” with Monetary Prizes**
- **Online Betting Games from the Booth**

These activities are prohibited by the venue. Implementing them during the event **may result in booth closure, financial penalties, and/or expulsion from the event.** If any of these games are detected, they must be immediately suspended, and the committee will not be responsible for any impact this may cause to the exhibitor’s logistics or participation in the event.

## **AUTHORIZED SKILL-BASED GAMES**

Dynamics where the outcome depends on the visitor’s **skill, speed, or knowledge are permitted**, provided there are no bets or cash prizes.

### **Examples:**

- Trivia about products or services
- Physical challenges (shooting hoops, assembling, running)
- Digital games without chance elements
- Simulators or augmented reality
- Activations with promotional prizes

### **Skill-based games do not require special permits, as long as:**

- **They do not involve bets or payments to participate.**
- **They do not award cash prizes or monetary equivalents.**
- The outcome depends on the participant’s **skill, knowledge, or physical/mental ability.**

All dynamics must be previously validated by the Organizing Committee, as indicated on **page 81** of the manual.

### **Raffles and Games of Chance:**

**Legal Requirements According to the Federal Law on Games and Lotteries**, any activity considered a raffle or lottery **must have prior authorization from the Ministry of the Interior (SEGOB)**. This applies even if the raffle is conducted within a private event or exhibition.

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

- Written request with event details and raffle mechanics.
- Legal documentation of the applicant (RFC, CURP, official ID).
- Bond guaranteeing payment of prizes.
- Raffle rules, prize structure, and communication channels.

You can consult the full requirements on the official SEGOB website: [Requisitos para Sorteos – Gobierno de México \[gob.mx\]](https://www.gob.mx/segob/queremos/queremos-sorteos).



**Final Note:** For this reason, **we recommend avoiding the use of terms such as “raffle” or “contest”** or games of chance in the communication of your activities within the event. Instead, use words like **“dynamic” or “activity,”** which do not imply a legal commitment nor require authorization from SEGOB.

All activities must take place within the booth. The exhibitor is responsible for organizing and controlling the flow of visitors to avoid lines that 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, application of dyes, use of tools, simulators, etc.), the following conditions must be met:

### 1.- Notification and approval by the committee – Deadline: July 24, 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 notified may be canceled or suspended during the event at the committee’s discretion.



Deadline



### 2.- Liability waiver letter

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

- The activity is voluntary on the part of the visitor.
- The visitor assumes any risk arising from their participation.
- Neither the exhibitor nor the organizing committee will be responsible for accidents, damages, or consequences resulting from said activity.

### 3.- Safety conditions

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

### 4.- Visible notice to visitors

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

### 5.- Restrictions

Activities that involve high risks or that cannot be adequately supervised within the context of the event will not be permitted.

### [📎 Sample format download](#)

Exhibitors may download a sample liability waiver letter to adapt it according to their activity, in case it has been approved.



## MUSICAL AND DANCE EVENTS



Deadline

If you wish to carry out activities at your booth such as dance performances, musical presentations (mariachi, bands, trios, etc.), or any type of activation with sound, 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 (inside the booth)
- Start and end time
- Total duration
- Estimated decibel level
- Number of people who will enter for the activity



Based on this information, the Organizing Committee will evaluate the request and decide whether the activity may take place. **Submission of the request does not imply automatic authorization**, as validation will depend on factors such as:

- That it does not interfere with official event activities (conferences, workshops, etc.)
- That it does not cause disturbances, crowds, or complaints from neighboring exhibitors
- That it remains within the contracted space
- That it respects the maximum limit of **65 decibels**
- That it **preferably takes place after 6:00 p.m.** to preserve the business environment

### Important Note:

Musical and dance activities should preferably be held **after 6:00 p.m.** to preserve the business environment. However, the Organizing Committee may evaluate **special cases** that justify a different schedule, provided that the established conditions are met and the event's operation is not affected.

RX reserves the right to **authorize, modify, or reject any activity**, even if it was requested in due time and form. If an activity is carried out without authorization, it will be immediately **suspended or canceled**, and the exhibitor must comply without exception.

**Ignorance of this rule does not exempt compliance.** It is the exhibitor's responsibility to know and respect the event regulations.

## 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**, since Expo Guadalajara requires this information as part of its regulations.
- On the day of the event, the musical group, artist, performer, and/or exhibitor **must make the corresponding payment** for the displacement fee to the **union that regulates** these activities.
- This procedure is mandatory and part of the **Operations Regulations of Expo Guadalajara**.
- **If this requirement is not met, the presentation will not be allowed within the event.**



Deadline



If during the event there is a presentation of **artists, actors, comedians, singers, or other performances**, the exhibitor, in addition to complying with the provisions mentioned in the previous paragraph, must **process and obtain the corresponding authorization license for the public performance of musical works**. Likewise, the exhibitor **must pay copyright fees for the public performance of works protected by law**, if applicable.

## SALE OF PRODUCTS DURING THE EVENT

**During the event, sales to the public are permitted.**

Merchandise must be delivered **ONLY after the conclusion of the exhibition** and must be accompanied by the invoice or proof of purchase from the exhibitor for verification by security personnel. Violation of this provision exposes the exhibitor to cancellation of their exhibition space without the right to reimbursement. The removal, sale, and/or delivery of merchandise before the conclusion of the event is strictly prohibited.

Any product promotion must take place within the contracted space; invading aisles or common areas is prohibited.

Exhibitors may not distribute brochures, samples, or other materials outside of their contracted exhibition space. If you are interested in distributing material, please contact your sales representative to explore sponsorship opportunities.

## 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, manufactured by the EXHIBITOR or by companies they exclusively represent, under their own brand or with express authorization from the rights holders of the respective brands.

The exhibition of products that are:

- Used or refurbished
- Counterfeit or pirated
- Unauthorized replicas of existing products
- Smuggled or lacking legal documentation
- Infringing intellectual or industrial property rights

The responsibility for the legality, authenticity, and origin of the exhibited products lies **solely with the EXHIBITOR**. The Organizing Committee is not responsible for legal, commercial, or reputational conflicts arising from the exhibition of products that fail to comply with these provisions.

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



## ELEVATION PLATFORMS / ELEVATED SAFETY CABINS

It is strictly prohibited to operate, deploy, or activate any elevation platform, elevated cabin, articulated arm, basket, mast, or similar equipment that exceeds the maximum height allowed by the venue, established at **7 meters from floor level**.

This restriction applies during setup, exhibition hours, technical tests, and activations.

**Prohibition of elevation with people.** It is not permitted to lift, ascend, or operate any platform, cabin, or basket with people on board, without exception.

## EXHIBITION OF CANINE UNITS

The exhibitor must notify the Organizing Committee of any activity involving the presence of a canine inside the venue. It will be mandatory to demonstrate that both the trainer and the canine have formal certification and training, providing at minimum:

- Full name of the trainer
- Name of the canine
- General description of the canine (size, breed, age, relevant behavior)
- Updated basic vaccination record

**Recommendation:** The exhibitor should consider contracting civil liability insurance to cover possible damages to third parties during their presence at the event.

Supervision and handling of the canine:

- The canine must remain accompanied at all times by its certified trainer, without exception.
- The canine must wear a harness and leash throughout its stay in the venue, regardless of its training level.

**The exhibitor must coordinate with the organizer to designate an outdoor area for the canine's physiological needs and ensure immediate cleaning.**

## RESPONSIBLE USE OF BEACONS / ALARMS

In addition to mandatory compliance with the maximum decibel levels established by the venue, the following provision applies:

The use of beacons, strobe lights, or luminous signals must be intermittent and not continuous, as part of good neighbor practices within the exhibition area.

The purpose of this measure is to avoid glare, visual discomfort, and disruptions to the operation of neighboring booths.

If repeated complaints are received from neighboring booths or the Organizing Committee, permanent suspension of such activations may be requested.



## DIGITAL TOOLS FOR GENERATING LEADS DURING THE EVENT

At the event, generating leads does not depend solely on face-to-face interaction: our digital tools are designed to help you capture visitor data in a simple and organized way. Below, you'll find three solutions that will allow you to attract more people to your booth, register their information, and follow up after the event.

### VISITOR SCANNING WITH LEAD MANAGER

#### What is Lead Manager?

It is a mobile application for badge scanning that allows you to capture the data of 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 **limited exclusively to your contracted booth area**. Scanning in aisles, common areas, or another exhibitor's booth is not permitted.

#### Is Lead Manager included in your contract?

Check your contract to confirm if this product is included. If you have questions, consult your account executive.

#### How many people can use the App?

There is no user limit. Your company can download the app on as many devices as needed. You only need to enter your company's unique access code, which functions as a 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 by email a few weeks before the event.
- The app is downloaded from the app store and requires an internet connection for installation and first-time login.

#### Does it work without internet?

Yes. Once downloaded and logged in, the app can function offline during the event. It is important that if used without internet, the user later connects to Wi-Fi and opens the app so that scanned data synchronizes correctly.

#### How do I download the leads?

- You can view and download leads in real time, daily, or at the end of the event by accessing the **Dashboard** from 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. **Timely follow-up is vital to closing business opportunities!**





## NEED HELP USING IT?

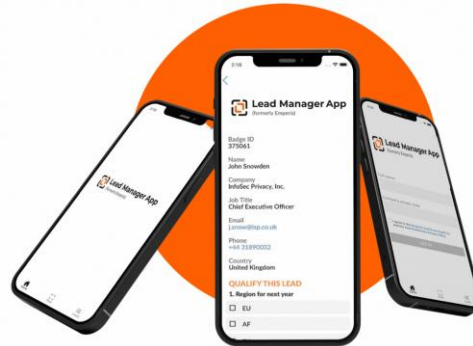
We have tutorial videos available—watch them at the following links:

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

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

👉 [How to download and use the Emperia app.](#)

👉 [General information about LEAD MANAGER](#)



## LEAD BOOSTER

### What is it?

Lead Booster is an exclusive tool for clients who purchase it, designed to attract more visitors to the 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 kind of offers can be published?

- Giveaways or gift-based dynamics
- Free workshops
- Product demos with incentives
- Access to exclusive content
- Coupons or discounts
- Gifts for following social media accounts
- Photo opportunities with influencers

### How is an offer published?

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

- 1.- **Title:** short and attractive.
- 2.- **Description:** highlight the value of your offer.
- 3.- **Redemption steps:** clear instructions, with the option to include links.



### Important:

- Offers must be uploaded **before the event** so they can be included in the pre-event campaign.
- Once published and approved, they cannot be edited.

**If you 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.

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### COLLEQT – GENERATE LEADS WITH QR CODES

Colleqt is a tool that allows visitors to scan a QR code at your booth to access your information and automatically generate leads. All contacts are registered in your Exhibitor Dashboard.

#### What should you do?

- The event's organizing committee will provide your Colleqt QR code at the start of the event.
- Place it in a visible location within your booth so visitors can easily scan it.
- Make sure it is in an accessible and well-marked area.

#### Benefits:

- Capture data without losing any leads.
- Centralize all information in one place.

Reduce the need for printed materials.

**More interaction, more leads, more business. Take advantage of digital solutions to maximize your investment in the event. Check if it is available for your event.**

### DRONE RESTRICTION FOR SAFETY AND IMAGE RIGHTS

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

This measure seeks to avoid physical risks for visitors and exhibitors, as well as to protect the visual confidentiality of commercial spaces. Drone use could capture unauthorized images of booths, products, or personnel, which may generate conflicts between brands or even legal implications.

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## DRESS CODE

### Suggested attire for staff and event participants

Within the framework of a professional event, we recommend that all participants—including speakers, their collaborators, and contractors—choose clothing that reflects the business environment in which we are gathered. This helps project a professional image consistent with the nature of the event.

### What do we mean by professional or business casual attire? Some examples include:

- Suits, jackets, blazers, button-down shirts, polos, dress pants
- Blouses, sweaters, skirts or dress pants
- Closed, comfortable shoes suitable for long days

### We suggest avoiding clothing that may be considered too informal or not aligned with the professional setting of the event, such as:

- Excessively revealing clothing
- Garments with offensive or inappropriate messages
- Flip-flops or beach sandals
- Sleeveless, low-cut, or tank tops
- Backless dresses or those with very pronounced cuts
- Shorts or very short skirts

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

## PARKING FOR EXHIBITORS

Parking prices are set directly by the venue (Expo Guadalajara) and are subject to change without prior notice. RX has no involvement in the operation or pricing of the parking facilities.

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

 <b>Parking Fee</b> Hours: All week from 8:00 AM – 11:59 PM			
Stay	Price	Stay	Price
00:16 a 1:00 hr.	\$35 MX	8:31 a 9:00 hrs.	\$145 MX
1:01 a 1:30 hrs.	\$55 MX	9:01 a 12:30 hrs.	\$165 MX
1:31 a 2:00 hrs.	\$75 MX	12:31 a 13:00 hrs.	\$185 MX
2:01 a 4:30 hrs.	\$90 MX	13:01 a 17:30 hrs.	\$200 MX
4:31 a 5:00 hrs.	\$110 MX	17:31 a 18:00 hrs.	\$220 MX
5:01 a 8:30 hrs.	\$130 MX	18:01 a 24:00 hrs.	\$240 MX
<b>15 minutes grace period</b>		<b>Lost ticket</b>	<b>\$240 MX</b>
		*Subject to property validation	

Cuentas del servicio de estacionamiento de Expo Guadalajara. Tel. 33 33 43 3000 ext. 3400. Correo: coseguridad@expoguadalajara.mx  
 Cuentas referentes a tarifas, dirección de Movilidad y Transporte del municipio de Guadalajara. Tel. 33 3548 2948. Ubicación en calle Chilandí esq. Miraflores Col. Mezquitán Country C.P. 44101 Guadalajara, Jalisco.

La factura se puede realizar únicamente dentro del mes que fue emitido el boleto en facturación.expoguadalajara.mx



Download the free PARCO app on App Store or Google Play. Pay for your parking daily—no lines, faster, easier.



**Important:** The parking rates displayed by the venue are the official current rates and apply generally to all users. No special discounts are available for exhibitors, even if they hold an event badge.

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

Security in the common areas of the event is managed by the Organizing Committee and the venue. However, **the spaces contracted by each exhibitor (stands) are the sole responsibility of each exhibitor**, including personal belongings, exhibition materials, and equipment.

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

Therefore, 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 stand.
- If you have valuable items, take them with you at the end of each day or store them securely.

### Special recommendation for international exhibitors:

Avoid bringing important documents such as passports, visas, or large amounts of cash to the event. We suggest keeping them at your hotel, preferably in a safe deposit box.

Also, **do not leave suitcases unattended at the stand or in common areas**, as they may pose a security risk and will not be monitored by event staff.

If you require **exclusive security personnel for your stand**, you may hire them through the official event provider.

If you have your own provider, prior authorization and accreditation from the Organizing Committee is required. To do so, please contact your Customer Experience executive.

Event security staff **can place locks free of charge on laptops, screens, and other electronic equipment**. It is the **exhibitor's responsibility to supervise the installation and removal of these locks**.

Occasionally, when removing the devices, unintentional damage to equipment may occur. **RX and the venue are not responsible for any damage resulting from this service. For this reason, we suggest that exhibitors provide their own locks.**



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: [Embassies in Mexico – SRE](#)



## VISIT AND PRESENCE OF MINORS

For safety reasons and in compliance with venue policies, **minors are not permitted to enter the event under any circumstances, including babies, children, and adolescents.**

A minor is considered to be any person under eighteen (18) years of age or who has not reached the age of majority according to the jurisdiction of 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 may not participate in or interact with the event in any way, even with parental or legal guardian authorization. If any exhibitor, supplier, or participant brings a minor into the event, the Organizing Committee reserves the right to take measures, including **non-renewal of participation contracts for future events**. Additionally, the minor must leave the venue immediately.

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

## DISMANTLING

The dismantling of the event is divided into two distinct processes that must be carried out in order and under specific guidelines:

- **Removal of products, exhibition items, promotional materials, and furniture.**
  - **Dismantling of the stand structure (system or special construction).**
- 



GENERAL DISMANTLING SCHEDULE:

Purple Zone

GUADALAJARA HALL			
FASE	DATE	TIME	IMPORTANT NOTES
Event ends	September 5, 2026	18:00 hrs.	
Vistors exit	September 5, 2026	18:00 - 19:00 hrs.	<b>Visitor departure and carpet removal.</b> Exhibitors may begin packing products and furniture inside their stands, ensuring that aisles and corridors remain unobstructed at all times.
Removal of products/furnitures for all stands	September 5, 2026	19:00 a 22:00 hrs.	Only product removal is permitted for <b>all stands</b> .
Dismantling of stands from 6 m <sup>2</sup> to 27 m <sup>2</sup>	September 5, 2026	19:00 a 22:00 hrs.	Dismantling begins <b>once visitors have left. (No overnight dismantling will be allowed).</b>  If exhibitors do not finish removing their products on September 5 within the established schedule, they may do so on September 6 during the assigned hours. Materials must remain secured inside the stand, applying necessary safety measures (locked display cases, internal storage areas, anti-theft protection, etc.). Each exhibitor is responsible for the safety of their area and products.
Dismantling of stands larger than	September 6, 2026	08:00 a 13:00 hrs.	Stand <b>dismantling begins.</b>



## Green Zone

JALISCO HALL, LOBBY 1, LOBBY 2, LOBBY 3 Y LOBBY 4			
FASE	DATE	TIME	IMPORTANT NOTES
Event ends and visitor exit	September 5, 2026	18:00 hrs.	<b>Visitor departure.</b> From this moment, exhibitors may begin <b>packing products and furniture inside their stands, ensuring aisles and corridors</b> remain unobstructed at all times.
Carpet removal	September 5, 2026	19:00 - 20:30 hrs.	Once the venue is free of visitors, carpet removal will begin. <b>Aisles and common areas must not be obstructed.</b>
Removal of products/furnitures for all stands	September 5, 2026	19:00 - 20:30 hrs.	*Aisles and common areas must not be obstructed. *Only hand-carried removal of products and furniture is permitted. *Entry of dollies, skates, or gondolas is not allowed.
Dismantling of stands from <b>6 m<sup>2</sup> to</b>	September 5, 2026	20:31 - 00:59 hrs	Stand <b>dismantling begins</b> once the carpet has been completely removed.
Dismantling of stands larger than <b>27.1 m<sup>2</sup></b>	September 5 and 6, 2026	20:31 hrs until 08:00 hrs from sunday september 6, 2026.	<b>Dismantling of larger stands begins. (Overnight dismantling permitted for larger stands, more than 27m<sup>2</sup>).</b>

### EXPO NACIONAL FERRETERA 2026



The established schedules are a reference for beginning the dismantling process; however, adjustments may occur due to factors such as:

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

Please note that access and exit are carried out according to the venue's logistics and security protocols. Your patience and cooperation are essential to streamline the process.

## 🕒 MAXIMUM DISMANTLING TIME ACCORDING TO STAND SIZE

STAND SIZE	DEADLINE FOR DISMANTLING
<b>GUADALAJARA HALL</b>	
6 m <sup>2</sup> to 27 m <sup>2</sup>	19:00 to 22:00 hrs - september 5, 2026. <b>No overnight dismantling permitted</b>
Larger than 27.1 m <sup>2</sup>	08:00 to 13:00 hrs - september 6, 2026.

### NOTE:

- Stands measuring 6 m<sup>2</sup> to 27 m<sup>2</sup> have only **3 hours to complete dismantling**.
- On Sunday, there will be no access for dismantling.
- Dismantling must be completed by Saturday no later than 22:00 hrs.



STAND SIZE	DEADLINE FOR DISMANTLING
<b>JALISCO HALL, LOBBY 1, LOBBY 2, LOBBY 3 &amp; LOBBY 4</b>	
6 m <sup>2</sup> to 27 m <sup>2</sup>	20:31 to 00:59 hrs - september 5, 2026.
Larger than 27.1 m <sup>2</sup>	20:31 hrs from Saturday september 5, 2026 until 08:00 hrs from Sunday september 6, 2026. <b>Overnight dismantling</b>

### NOTE:

- Stands measuring 6 m<sup>2</sup> to 27 m<sup>2</sup> have only **4.5 hours to complete dismantling**.
- Dismantling must be finished by Saturday no later than 00:59 hrs.

#### Important Rule:

- Dismantling in **Salon Jalisco must begin at the indicated time**. It is not permitted to wait until the early morning hours to start.
- Delays in starting may prevent compliance with the deadline.
- **For each hour of delay in beginning dismantling, the Committee may apply a fine if the stand is not fully removed within the established timeframe.**



## KEY POINTS FOR DISMANTLING

### ✔ Exhibitor Responsibilities

- Adjust dismantling logistics to the schedules and rules established by the Organizing Committee.
- Plan travel, lodging, and other arrangements according to the dismantling rules and times.
- Directly supervise the entire process, including removal of furniture, products, and structures.
- Ensure that the assembly company complies with the times and regulations.



### 🕒 Compliance with Schedules

- **It is mandatory to begin dismantling at the start of the established schedule.**
- Arriving only in the final hours of the period is not permitted, as this affects overall operations.
- The stand must be removed within the time indicated according to its size and zone.
- **It is strictly prohibited to begin dismantling activities (structure/stand) before the agreed time by zone and size.**
- Product removal cannot take place during the event.

### ⊘ Consequences of Non-Compliance

- If the stand is not removed within the indicated time, the exhibitor will bear the costs for:
  - Additional floor use
  - Debris removal
  - Extraordinary services required
- The Organizing Committee is not responsible for losses, damages, or missing items if the exhibitor or assembly company fails to attend on time.
- **For each hour of delay in starting dismantling, the Committee may apply a fine if the stand is not fully removed within the established timeframe.**

### 🧹 Cleaning and Removal of Materials

- At the end of the event, the exhibitor and/or assembly company must remove **all stand elements**, including structures, furniture, promotional materials, and waste.
- **Leaving trash, debris, or abandoned materials is not permitted**, even if the stand is considered disposable.
- If abandoned waste or debris is detected, a fine will be applied and cleaning/removal costs 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 item and the way it is transported:

### Manual Removal (without loading equipment)

- 🕒 **Authorized Schedule:**  
**GUADALAJARA HALL – PURPLE ZONE**
- All stand sizes → 19:00 to 22:00 hrs



### JALISCO HALL, V1, V2, V3, V4 – GREEN ZONE

- o All stand sizes → 19:00 to 20:30 hrs

#### Description:

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

#### Authorized Access Points for Hand-Carried Removal:

- Emergency exits located in the loading dock area (for pedestrian exit only). Curtains will remain closed.
- Regular venue exits connecting to escalators, elevators, pedestrian access to the street, or general parking.

#### Important:

- The use of carts, wheeled suitcases, or any type of platform is not permitted.
- Only exhibitor badges will grant access during this time.

### Removal with Loading Equipment (dollies, carts, gondolas)



#### Authorized Schedule:

##### GUADALAJARA HALL – PURPLE ZONE

- **September 5:** Once visitors have left, approximately **19:00 to 22:00 hrs**
- **September 6: 08:00 to 13:00 hrs**

### JALISCO HALL, V1, V2, V3, V4 – GREEN ZONE

- **September 5:** Beginning at **20:31 hrs** (after visitors have left and carpet removal is complete)
- **Until September 6: 08:00 hrs**

#### Description:

This schedule is designated for the removal of products or exhibition items that, due to their weight or volume, require the use of loading equipment (dollies, carts, gondolas, etc.).

#### Steps for Removal:

##### 1.- Entry of Units – Venue Open

A slip will be issued; it is important to clearly indicate the activity being performed (product removal).

- o Emergency door in the loading dock area; curtains remain closed during this period.
- o Dock assignment will be provided once the exhibitor confirms products are ready for loading.

##### 2.- Use of Loading Equipment

- o Use of carts, dollies, gondolas, etc. is permitted.
- o Personnel must carry exhibitor badges.



#### Recommendations:

- Do not block aisles or access points during removal operations.
- Avoid leaving products unattended.

#### Recommendation for the removal of products, promotional materials, stationery, or lightweight furniture.

During the period designated for the removal of products or furniture that can be carried manually, we recommend using the regular (public) parking lot to carry out this operation, provided that the transport vehicle meets the permitted dimensions for entry.

This is suggested because the loading dock area usually experiences high demand at that time, which may cause delays or logistical complications. Using the regular parking lot can facilitate a faster and more orderly exit. **The maximum vehicle dimensions allowed in the parking lot are: height 2.30 m, length 6.30 m, and total height 2.85 m.**



Additionally:

- Only cars and vans are allowed to enter, always respecting the height limits established by the venue.
- It is strictly prohibited to carry out loading and unloading operations in spaces reserved for people with disabilities.

**It is important to note that during this period the venue will disable escalators and elevators. Therefore, it is strictly prohibited to use this equipment for moving merchandise or materials, including the use of dollies. Only materials that can be carried manually will be permitted.**

## DISMANTLING OF STAND STRUCTURE

#### Authorized Schedule:

According to the hall, zone, and stand size. See [page 91](#).

#### Conditions to Begin Dismantling on the Exhibition

Floor Dismantling of the stand structure (whether system or special construction) may only begin when:

- No visitors remain on the exhibition floor
- Carpets have been completely removed



#### Safety Requirements for Dismantling

All personnel on the exhibition floor must carry:

- Valid badge (exhibitor or assembly)
- Full Personal Protective Equipment (PPE)

#### Dismantling Process on the Exhibition Floor

##### 1.- Entry of Assembly Personnel – Guadalajara Hall

- Must carry assembly badge and full PPE
- Access through emergency doors and curtains starting at 18:00 hrs.



### 1.1 Stand Dismantling – Guadalajara Hall

- May only begin at the following times:

#### Stands from 6 m<sup>2</sup> to 27 m<sup>2</sup>

- 🕒 September 5, from **19:00 to 22:00 hrs**

#### Stands larger than 27.1 m<sup>2</sup>

- 🕒 September 6, from **08:00 to 13:00 hrs**

- It is prohibited to leave trash or materials in aisles or neighboring stands.

**Important:** Stand remnants (wood, structures, canvases, etc.) are not considered trash. They must be removed by the exhibitor or their assembly company.

### 2. Entry of Assembly Personnel – Jalisco Hall

- Must carry assembly badge and full PPE.
- Access through emergency doors starting at **19:00 hrs.**

#### 2.1 Stand Dismantling – Jalisco Hall

- May only begin at the following times:

#### Stands from 6 m<sup>2</sup> to 27 m<sup>2</sup>

- 🕒 September 5, **from 20:31 to 00:59 hrs**

#### Stands larger than 27.1 m<sup>2</sup>

- 🕒 September 5–6, **from 20:31 hrs until 08:00 hrs** on Sunday, September 6

It is prohibited to leave trash or materials in aisles or neighboring stands.



### 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 Expo Abierta. The driver must present the signed slip upon leaving the venue; otherwise, exit will not be permitted.

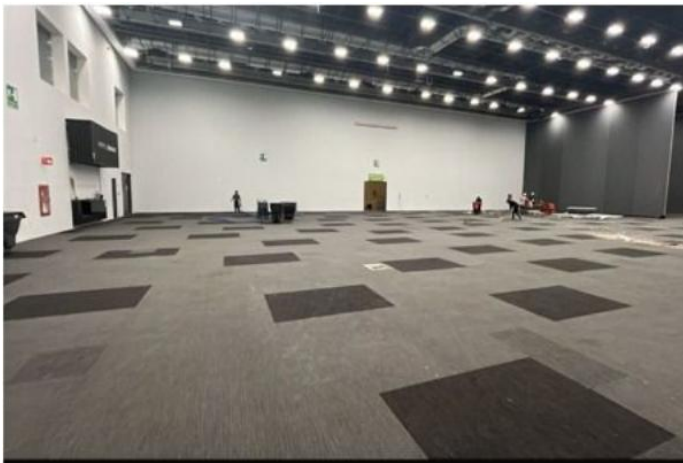


## VISUAL EXAMPLES OF A PROPERLY DISMANTLED STAND



**Correct:**

Stand fully dismantled, no debris, clean area.



**Incorrect:**

Stand with wood, canvas, or trash left in aisles.



## ACCESS OF VEHICLES TO LOADING DOCKS FOR STAND STRUCTURE REMOVAL

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

### Steps for Access to Loading Docks

#### 1.- Vehicle Registration at Expo Abierta – Expo Guadalajara

- **Location:** [Expo Abierta](#) (between Avenida Mariano Otero and Avenida de las Rosas, next to the Barceló and Westin hotels).
- **Issuance of Slips:** **Two slips** are given to the driver:



–**Expo Guadalajara Slip:** Allows monitoring of **dock entry** time and calculation of corresponding charges.

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



**Important:** If a vehicle attempts to enter directly through the dock access gates without the Committee slip, **entry will not be permitted**—even if the driver has the Expo Guadalajara slip.



## 2. Delivery of Slip on Exhibition Floor

- The driver hands the Committee slip to the personnel dismantling the stand.
- Once dismantling is complete, that same slip must be delivered to the Floor Manager for review, signature, and stamp.
- The Floor Manager's signature indicates that:
  - The stand is completely dismantled.
  - The area is free of materials and undamaged.
  - Authorization can be granted for dock access.

## 3. Authorization for Dock Entry

- Entry is only authorized when:
  - The stand is completely dismantled.
  - The area is free of materials and undamaged.
  - Space is available at the docks.
- The Floor Manager validates and signs the Committee slip.

## 4. Loading and Exit

- The vehicle enters the assigned dock.
- The driver presents the signed slip to security personnel in order to exit the venue.

### ⚠ Important Considerations

- Having the slip does not guarantee immediate dock access. Entry is subject to review and space availability, which may take time.
- During dismantling, personnel must properly identify themselves as exhibitors or assembly staff.
- They must also clearly indicate the activity they will perform at the docks:
  - Product removal
  - Furniture removal
  - Removal of structure, leftovers, or remaining debris from the stand

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## CONDUCT AND RESPECTFUL BEHAVIOR

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

Compliance with established processes and rules is essential to ensure safety, fairness, and smooth event operations. These rules apply equally to everyone, without exceptions.



### Under no circumstances are the following permitted:

- Verbal aggression such as shouting, insults, threats, or discriminatory language.
- Physical aggression such as pushing, unauthorized contact, or damage to people or property.



- Improper pressure, intimidation, or abuse of authority to obtain access, permits, or services outside established procedures is strictly prohibited.

Disagreement with a 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 processes will be documented and evaluated by the Organizing Committee and the venue.

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

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

These actions will be taken without the right to reimbursement and may be complemented with legal measures if deemed necessary by the affected parties.

In the event of legal action between participants, RX expects such matters to be resolved through the appropriate legal channels. RX will not act as an arbitrator regarding the validity of rights, nor as an enforcement agent or representative in relation to legal actions. RX assumes no responsibility and will not intervene in disputes between participants, and will not hesitate to remove from the event those who fail to comply with our policies.

## Exhibitor Manual Consent

Compliance with the rules established in this Manual is **mandatory**. In case of non-compliance, the Organizing Committee reserves the right to:

- Not renew exhibition space for future editions.
- Apply sanctions as described in this document.

To ensure the proper performance of each exhibiting company and the event overall, **we recommend training all personnel involved with the stand** on the rules and penalties described here.

For any questions related to this manual, **please contact your Customer Experience representative.**



## INTELLECTUAL PROPERTY ISSUES AND PROCEDURES

Reed the same. In relation to the event (the "Event"), the following rules apply:

1. The role of the Administration is strictly to protect the integrity and peace of the Event and to preserve the Event environment in a way that allows all exhibitors and sponsors the opportunity to benefit from their exhibitions and/or sponsorships. Accordingly, the Administration will appoint one or more Intellectual Property Advocates on-site for the Event who, on behalf of the Administration, will handle intellectual property issues arising at the Event in accordance with these Intellectual Property Procedures.
2. The Administration will recognize existing recognized intellectual property rights (such as those from the Mexican Institute of Industrial Property "IMPI") when the exhibitor/intellectual property rights holder alleging a violation of their rights (the "Claimant") provides the Administration with evidence of the current validity of those rights, and will assist in communicating those asserted rights to another exhibitor allegedly infringing those rights (the "Accused").
3. The Administration is not and will not act as an arbiter of the existence of valid and subsisting IP rights of a Claimant.
4. The Administration will cooperate and act consistently with any court order, writ, judgment, or injunction duly issued against an exhibitor. In doing so, the Administration remains a neutral party, and its presence during the service of any court-issued document at the Event is strictly for the purpose of fulfilling its responsibility to protect the integrity and peace of the Event.
5. The Administration may take measures it deems reasonable and appropriate, at its sole discretion, to attempt to achieve a settlement and/or resolution of IP rights issues between exhibitors. The Administration is not and will not become an agent or representative of any exhibitor's alleged intellectual property rights.
6. The Administration reserves the right to request that an accused exhibitor provide proper documentation reflecting the right or license of such exhibitor to display and market any reported product or material.
7. The Administration, when it deems reasonable and appropriate at its sole discretion, will request (and may insist) that an exhibitor remove items or materials from its booth only when the claimed intellectual property rights, once shown to the Administration to be currently valid, clearly cover the accused exhibitor's items or materials in the Administration's reasonable judgment.
8. Exhibitors agree to follow the IP procedures set forth in this document.
9. Claimants agree to follow the IP procedures set forth in this document.

### In the event that intellectual property rights violations are perceived at the Event:

- A. 1. The Claimant or their representative(s) shall approach and/or communicate with the designated Intellectual Property Advocate for the venue/event.  
The Claimant or their representative(s) may not access the exhibition hall during setup, dismantling, or outside of fair hours.
- B. If the Claimant's representatives need access to our event, they must follow attendee access rules:
  - Claimant's representatives must purchase a ticket;
  - Claimant's representatives may not access the exhibition hall during setup, dismantling, or outside of fair hours;
  - Claimant's representatives may only access the exhibition hall during scheduled dates and hours.
- C. The Claimant's representative(s) may check whether the logo in question is displayed, request that it be removed or covered, and provide the following:
  - D. Evidence that the Claimant has communicated the IP rights issue in writing to the accused exhibitor's representative(s), either before or during the event.  
For example, evidence of a letter or email sent by the Claimant or their designated representative.
  - E. Clean and clear written evidence supporting the claimed intellectual property rights.
- For example, in the case of Mexican registrations, copies of the relevant IMPI Registrations, and proof that such rights are in force.
- F. Evidence of the products and/or materials used by the Accused exhibitor at the Event that are alleged to be covered by the Claimant's IP rights.
- For example, clear photos of the products or copies of the materials displayed at the event (photos of products from outside the event or images from websites will not suffice).  
*Please note that the Administration requires any Claimant to contact the Administration to take photos of the allegedly infringing product/material. The Claimant must not attempt to take such photos.*
- G. Contact information of a representative designated by the Claimant, authorized to act on their behalf at the venue/event.
- The request information must include the name, position, email, and phone number where the designated representative can be reached during the Event.  
The Claimant must allow the Administration at least 24 hours to review and act, as deemed appropriate at the sole discretion of the Administration, on the evidence provided by the Claimant and to respond to the Claimant with the steps, if any, that the Administration intends to take.



**Exhibitors are hereby advised that the Administration will not interpret the claims of a utility patent, nor the scope of protection of a registered trademark, registered copyright, or registered reservation, nor will it issue specific judgments regarding the sufficiency of patent disclosures, the validity of any patent, the likelihood of confusion between different marks, the fame of a mark, the dilution of a mark, the legitimate use of another's mark, the priority of rights over a mark, what constitutes substantial taking of a copyrighted work, or what constitutes legitimate use of a copyrighted work.**

