

# **T TECNOMUEBLE<sup>®</sup>** **INTERNACIONAL**

TRANSFORMING THE INDUSTRY

**16-17-18-19 AUGUST 2023**

AT EXPO GUADALAJARA

**35**  
EDITIONS

**SPONSORSHIP**

**Opportunities**



Stay in the minds of visitors and buyers attending the event by increasing your brand presence during the show, through the different sponsorship elements available.



**TOGETHER WE  
CREATE AND  
STRENGTHEN  
BETTER BUSINESS**



**CHOKER  
LANYARDS**



**PRINTED  
FLOOR MAP**



**HANDBAGS**



**ENGRAVED  
NOTEBOOK  
WITH PEN**



**PORTABLE  
BATTERY**



**CLICK TO NAVIGATE**

# CHOKER LANYARDS

They are delivered to VIP buyers and press.

## 6,000 pieces

One side printing, 1 ink with your company logo. You can include a logo, website, fan page or contact number.

**INVESTMENT:**  
**107,900 MXN + TAX**

\*Dollar amount depends on the exchange rate at the time of quotation.

- Deadline to participate with sponsorship: **JULY 14, 2023.**
- Participation limited to one company exhibiting at Tecno Mueble Intencional.
- Send your application to the following email address: [auxiliarmedadotecnia@afamjal.com.mx](mailto:auxiliarmedadotecnia@afamjal.com.mx)

\*NOTE: The proportion of the logo size is 80%-100%, the logo is included at 80% of the size of Tecno Mueble Internacional.



Image for reference only.

# PRINTED FLOOR MAP

They are delivered to professional buyers,  
selected buyers and press.



Image for reference only.

## 2,500 pieces

One side printing, 1 ink with your company logo. You can include a website, fan page contact number, QR code or email address.

## INVESTMENT: 7,900 MXN + TAX

\*Dollar amount depends on the exchange rate at the time of quotation.

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# HANDBAGS

They are delivered to professional buyers, selected buyers and exhibitors.



Image for reference only.

## 5,000 pieces

Includes two-sided printing, 1 ink with your company logo and/or website.

**INVESTMENT:**  
**79,900 MXN + TAX**

\*Dollar amount depends on the exchange rate at the time of quotation.

- Deadline to participate with sponsorship: **JULY 14, 2023.**
- Participation limited to two companies exhibiting at Tecno Mueble Intencional.
- Send your application to the following email address: [auxiliarmedadotecnia@afamjal.com.mx](mailto:auxiliarmedadotecnia@afamjal.com.mx)

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# ENGRAVED NOTEBOOK WITH PEN

They are delivered exclusively to selected buyers and press.



Image for reference only.

## 300 pieces

Includes engraving with your company logo or website.

**INVESTMENT:**  
**56,900 MXN + TAX**

\*Dollar amount depends on the exchange rate at the time of quotation.

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- Participation limited to two companies exhibiting at Tecno Mueble Intencional.
- Send your application to the following email address: [auxiliarmedcadotecnia@afamjal.com.mx](mailto:auxiliarmedcadotecnia@afamjal.com.mx)

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# PORTABLE BATTERY

## FOR MOBILE DEVICES WITH WIRELESS CHARGING

They are delivered exclusively to selected buyers and press.



Image for reference only.

# 300 pieces

Includes engraving with your company logo or website.

**INVESTMENT:**  
**149,000 MXN + TAX**

\*Dollar amount depends on the exchange rate at the time of quotation.

- Deadline to participate with sponsorship: **JULY 14, 2023.**
- Participation limited to two companies exhibiting at Tecno Mueble Intencional.
- Send your application to the following email address: [auxiliarmedadotecnia@afamjal.com.mx](mailto:auxiliarmedadotecnia@afamjal.com.mx)

\*NOTE: : The proportion of the logo size is 80%-100%, the logo is included at 80% of the size of Tecno Mueble Internacional.



# PROMOTE YOUR BRAND

to a specialized audience of  
Tecno Mueble Internacional buyers:

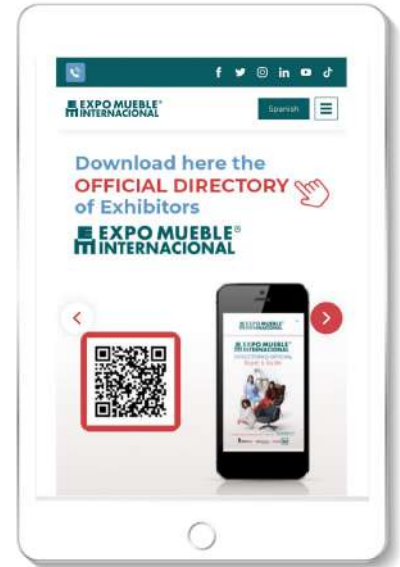
Acquire an

# ADVERTISING SPACE IN THE OFFICIAL EXHIBITOR DIRECTORY.

Its digital and interactive format facilitates better communication  
with your customers; aimed at all those attending the event.

Sponsor one of the

**ADVERTISING DISPLAY PLAYERS** to download the  
Official Directory inside the event, through a QR code.  
Strategically placed in high traffic areas to achieve a great  
visual impact of your brand.



# MOBLAJE MAGAZINE

Promote your business in a specialized industry audience of Interior Designers, Designers, Manufacturers, Architects and national personalities of the sector. **We are an Official Media Partner of Tecno Mueble Internacional!**



Refine your marketing strategy with different options in digital tools to connect with your audience through:

**Mailing** - Send your information to Tecno Mueble Internacional exclusive database of more than 5 thousand emails.

**Web Banner** - Get an advertising space on the [moblaje.mx](http://moblaje.mx) website, where we frequently publish articles and information of interest to our readers, generating a greater impact on your publicity.

**More information on rates and advertising spaces:**



**[vanesa.ayala@moblaje.com.mx](mailto:vanesa.ayala@moblaje.com.mx)**

**WhatsApp 33 1025 7220**



**[ventasmoblaje@moblaje.com.mx](mailto:ventasmoblaje@moblaje.com.mx)**

**WhatsApp 33 3117 1841**



# **7 TIPS**

## **FOR A SUCCESSFUL EXPO**

**1 - PLANNING IN ADVANCE:** Define the objectives of participation: launching a new product, attracting new customers, branding.

**Do you need promotional material? Which customers will you send invitations to? Will you be holding an event?** What will be the size of the team? Plan the stand layout, etc.

**2 - QUALIFIED STAFF:** Ensure that everyone knows the objectives and is on the same line of communication.

**3 - NOTICE AND APPOINTMENT SCHEDULING:**

Schedule appointments for them to visit you, set a goal and organize the team to attend both scheduled appointments and new clients.

**4 - PROMOTION ON SOCIAL MEDIA:** Let your community know about your participation: launch pre-event posts, share photos of your team and clients during the event. Don't forget to mention your booth number and hall.

**5 - DYNAMICS TO ATTRACT VISITORS:** Generate activities to attract visitors to your stand or give away food such as coffee, biscuits, popcorn, among others. The more visitors you get, the more leads you can convert into future customers.

**6 - COLLECT VISITOR INFORMATION:** Keep a record of all the people who come to your stand, you can hire a scanner or use a mobile phone reader. In this way, visitor data can be obtained quickly and easily for future contact.

**7 - GROUP MEETINGS:** Meet with your team and together analyze how the experience at the event was: **were the objectives achieved? What worked and what needs to be improved? What were the opportunities?** Take notes and make use of the information.



# **COMMON REASONS FOR PENALTIES**

To avoid any inconvenience with your participation in the event, here are some actions that can lead to a sanction:

**1. FAILURE TO COMPLY WITH THE ASSEMBLY AND DISMANTLING SCHEDULES:** Confirm schedules with the executive and review the exhibitor's manual and contract.

**2. INVADE AISLES:** Verify the measurements of the stand and its location in the contract.

**3. USE THE TRADEMARK AND/OR LOGO OF TECNO MUEBLE INTERNACIONAL** or Tecno Mueble, Tecno, Tecno 2023, Tecno23, TMI, TMI23, TMI2023 and the like; as well as creating events in the name of the same in social networks, print advertising and/or any other digital and/or printed media without the authorization of the Asociación de Fabricantes de Muebles de Jalisco A.C. This also applies to the use of full or partial promotional videos. This material is registered with IMPI and Copyright.



**4. FAILURE TO ABIDE BY AND COMMUNICATE EVENT RESTRICTIONS:** Ignoring and failing to provide notice to customers and visitors in digital and print media:

Minors are not allowed.

It is not permitted to wear sportswear.

Pets are not allowed (except guide dogs).

These reasons are described in detail in the Exhibitor Manual and your contract. Avoid penalties and sanctions.

**PLEASE READ YOUR MANUAL AND CONTRACT.**



**Organized by: Association of Furniture  
Manufacturers of Jalisco.**

Mariano Otero Ave. 1313, Rinconada del Bosque,  
Guadalajara, Jalisco, México, ZIP CODE 44530

**f** @TecnoMuebleInternacional    **@** tecnomuebleinternacional  
**▶** Asociación de Fabricantes de Muebles de Jalisco    **in** tecno-mueble-internacional  
P. +52 (33) 3343 3400 / [tecnomueble@afamjal.com.mx](mailto:tecnomueble@afamjal.com.mx)



**RESTRICTIONS:**

**Minors are not allowed to enter.**  
**Pets are not allowed (except for guide dogs).**  
**Taking of photographs is restricted to the rules of each exhibitor.**  
**Access is not allowed with sportswear.**  
**Entry with strollers is NOT allowed.**

**INFORMATION AND REGISTRATION:  
TECNOMUEBLE.COM.MX**