



**TECNO MUEBLE<sup>®</sup>**  
**INTERNACIONAL**

17-18-19-20 AUGUST 2022

AT EXPO GUADALAJARA

**CONNECT**

FREE PROMOTION

**OPPORTUNITIES**

# **T TECNO MUEBLE<sup>®</sup>** **MI INTERNACIONAL**

**Tecno Mueble Internacional** looks for your investment to give you a better return by making the most of the promotional resources that are granted in each edition.

For this reason, our goal is always to have an intense and extensive national and international **promotion campaign** in the main media: digital, traditional and public relations.

Together we drive the industry forward and do better business.



**Sincerely:**

**Exhibition  
Organizing Committee**

# FREE PROMOTIONAL TOOLS



\*Digital personalized invitations,  
which you can send to your buyers.



Brand presence on  
Tecno Mueble Internacional  
website with logo and product images.



Marketing Tool Kit with some elements  
that can be used to complement  
your advertising strategy.

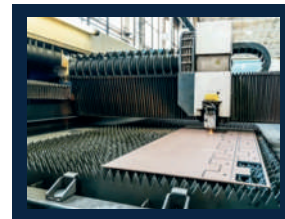
\*Only upon prior request and before July 14, 2022.

# REQUIREMENTS FOR MATERIAL DEVELOPMENT

## DIGITAL PERSONALIZED INVITATIONS:

- Official brand logo (300 Dpis).
- Product photography as an environment.  
Measurements - 22 cm base X 17 cm height. - 300 Dpis.

22 CM  
17 CM



## PRESENCE IN VIRTUAL CATALOG ON OFFICIAL WEBSITE:

It will be included on the official buyer's guide within the site:

- Official brand logo, without exceeding 200 px.
- Format PNG, JPG, Vectors.
- Product photography as an environment.  
Measurements - 22 cm base X 17 cm height. - 300 Dpis.

## SOCIAL MEDIA POST (FACEBOOK + INSTAGRAM):

- One product photography as an environment, with the following measures:  
1200 px base X 717 px height.
- Official brand logo, without exceeding 200 px in PNG format.
- Include text for the post and profile name or website address.

\*Publications are limited to one post per company, without commitment to be monthly or repetitive.

Deadline for sending material: **JULY 14, 2022.**

For more information, write to the following mail:  
[auxiliarmedadotecnia@afamjal.com.mx](mailto:auxiliarmedadotecnia@afamjal.com.mx)



# TIPS FOR A SUCCESSFUL EXHIBITION



## **1 - PLANNING AHEAD:**

Define engagement goals: launching a new product, attracting new customers, branding. Will you need additional material? Which clients will you send an invitation to? Will you do an event? What will be the size of my team? Plan the layout of the stand, etc.

## **2 - QUALIFIED PERSONNEL:**

Make sure everyone knows the goals 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 serve both scheduled appointments and new clients.

## **4 - SOCIAL MEDIA PROMOTION:**

Notify your community 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 booth or give away snacks such as coffee, cookies, popcorn, among others. The more visitors you have, the more prospects can become future customers.

## **6 - RECORD OF VISITS:**

Keep a record of all the people who come to your stand, you can hire a scanner or use a cell phone reader. In this way, the data of the visitors is obtained quickly and easily to contact them in the future.

## **7 - GROUP MEETINGS:**

Meet with your team and together discuss how the experience was at the event: Were the objectives achieved? What worked and what needs to be improved? What were the opportunities? Take note and take advantage of the information.

# COMMON REASONS OF PENALTY AND SANCTIONS



To avoid any inconvenience with your participation in the event, we share with you some of the actions that can cause a penalty or sanction:

## 1. NOT COMPLY WITH ASSEMBLY AND DISASSEMBLY SCHEDULES:

Confirm schedules with the executive and review the exhibitor's manual, as well as the contract.

## 2. INVADE CORRIDORS:






Verify the measurements of the booth and location in the contract.

## 3. USE THE BRAND AND/OR LOGO OF TECNO MUEBLE

**INTERNACIONAL** or tecno mueble, tecno, tecno 2022, TMI and the like; as well as create events on behalf of the same in social networks, print advertising and/or any other digital and/or printed media without authorization from the Association of Furniture Manufacturers of Jalisco A.C. (Afamjal, by its name in Spanish). This also applies to the use of full or partial promotional videos. This material is registered with the IMPI and Copyright.

## 4. FAILURE TO ABIDE BY AND FAIL TO COMMUNICATE EVENT

**RESTRICTIONS:** Ignoring and not giving notice to customers and visitors in digital and print media:

-  People under 18 are not allowed.
-  Access with sportswear is not allowed.
-  No pets (except guide dogs).
-  No strollers.
-  The taking of photographs is restricted to the regulations of each exhibitor.

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

**PLEASE READ YOUR MANUAL AND CONTRACT**



Organized by:



Asociación de Fabricantes de Muebles de Jalisco.  
1313 Mariano Otero Ave., Rinconada del Bosque,  
Guadalajara, Jalisco, México, 44530.

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**▶** Asociación de Fabricantes de Muebles de Jalisco

**in** tecno-mueble-internacional

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