

Annual Research of
the Mexican Exhibition
Industry 2022



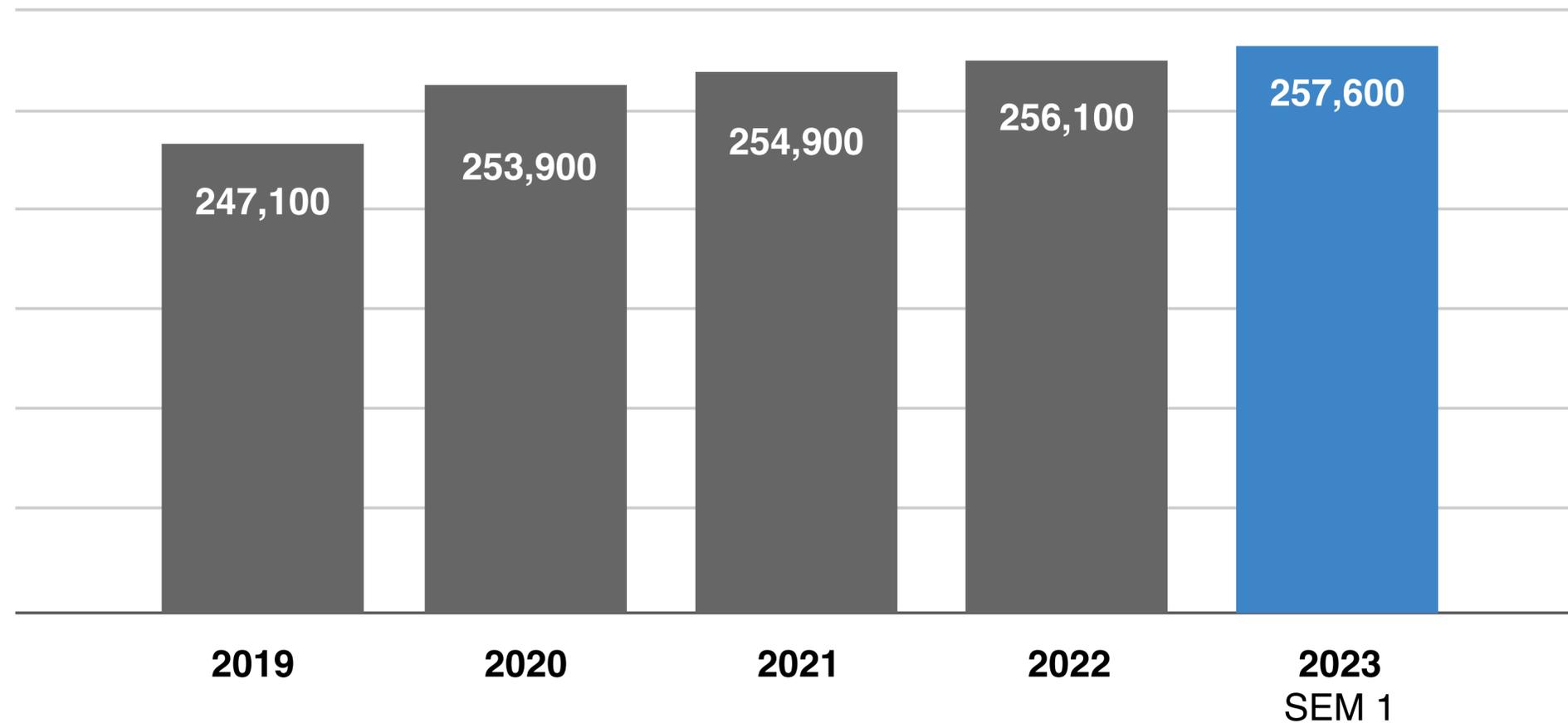
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How many people search for in-person exhibitions in Mexico? **257,600 people search for information about expos monthly**



National-level Search Trend

State Trend 2023

Mexico State	15.6%
Mexico City	13.3%
Jalisco	7.3%
Nuevo León	7.1%
Puebla	5.9%
Others	50.9%



75 Leads/Day

On average, each exhibitor generates 150 business opportunities at each of the exhibitions affiliated with Amprofec.

EXHIBIT IN
MEXICO

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20.7%

It is the percentage of sales they achieve relative to the leads database they manage to gather during the event days.



Microsoft

74.3%

They mention that it is much more likely to sit down with a decision-maker at an expo compared to business appointments obtained through their digital strategies.

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Leads generated through in-person events are 46.6% more valuable than those obtained through digital strategies.

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46.6%+ROI

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The business opportunities closed through an exhibition close 35.2% faster compared to those generated on Facebook and Google.

35.2% + Fast

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77%



Saw advertising of the fair in which they participated on social networks, portals, and other digital media.

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41%

Specialists consider event marketing to be more effective than digital advertising, email marketing, or content marketing.

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76%

Of the exhibitors plan to repeat their participation in the next edition of the exhibition thanks to the results.

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MEXICO

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Methodology

- **This year, the study focused on the competitiveness of B2B in-person exhibitions vs. digital marketing.**
- 500 companies were selected from the floor plans published by the 20 most popular B2B exhibitions in Mexico, according to their search volume in Google Ads. These exhibitions take place in Mexico City, Guadalajara, León, and Monterrey, held in 2022.
- 375 of them were contacted through their directors or Marketing and Sales managers via LinkedIn, and 217 of them participated through questionnaires via Google Forms.
- The study was conducted during the months of March, April, May, and June of 2023.
- The study was complemented with public data analytics using Google Ads tools.



Exhibit in Mexico, is an initiative by the companies affiliated with Amprofec A.C.





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Thank you!

Visit our website www.exhibitinmexico.com and find more resources, video ideas, and supplier guides to turn your participation in a Mexican exhibition into a complete success.