



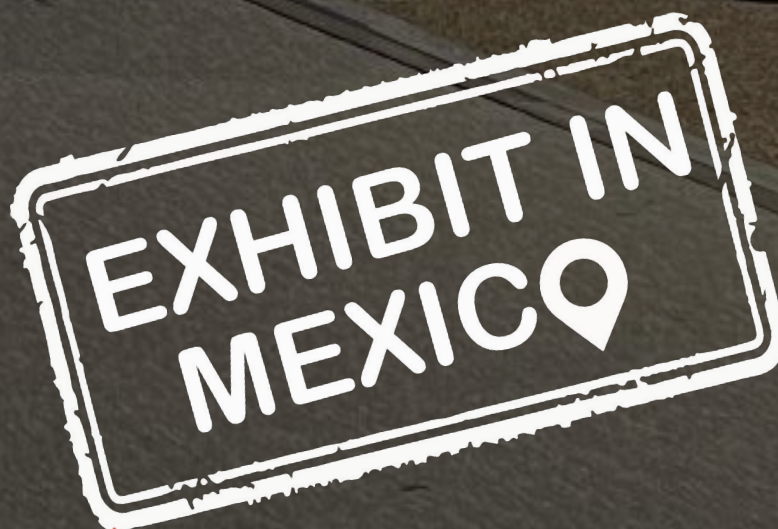
Key points to exhibit in a Mexican trade show





Message from Board 2022-2024

We've crafted this guide to support brands in enhancing their participation in exhibitions organized by Amprofec partners because we acknowledge that the success of our clients is essential to consolidate our industry. We hope these brief tips prove useful to you and above all, help you in generating more and better business opportunities.

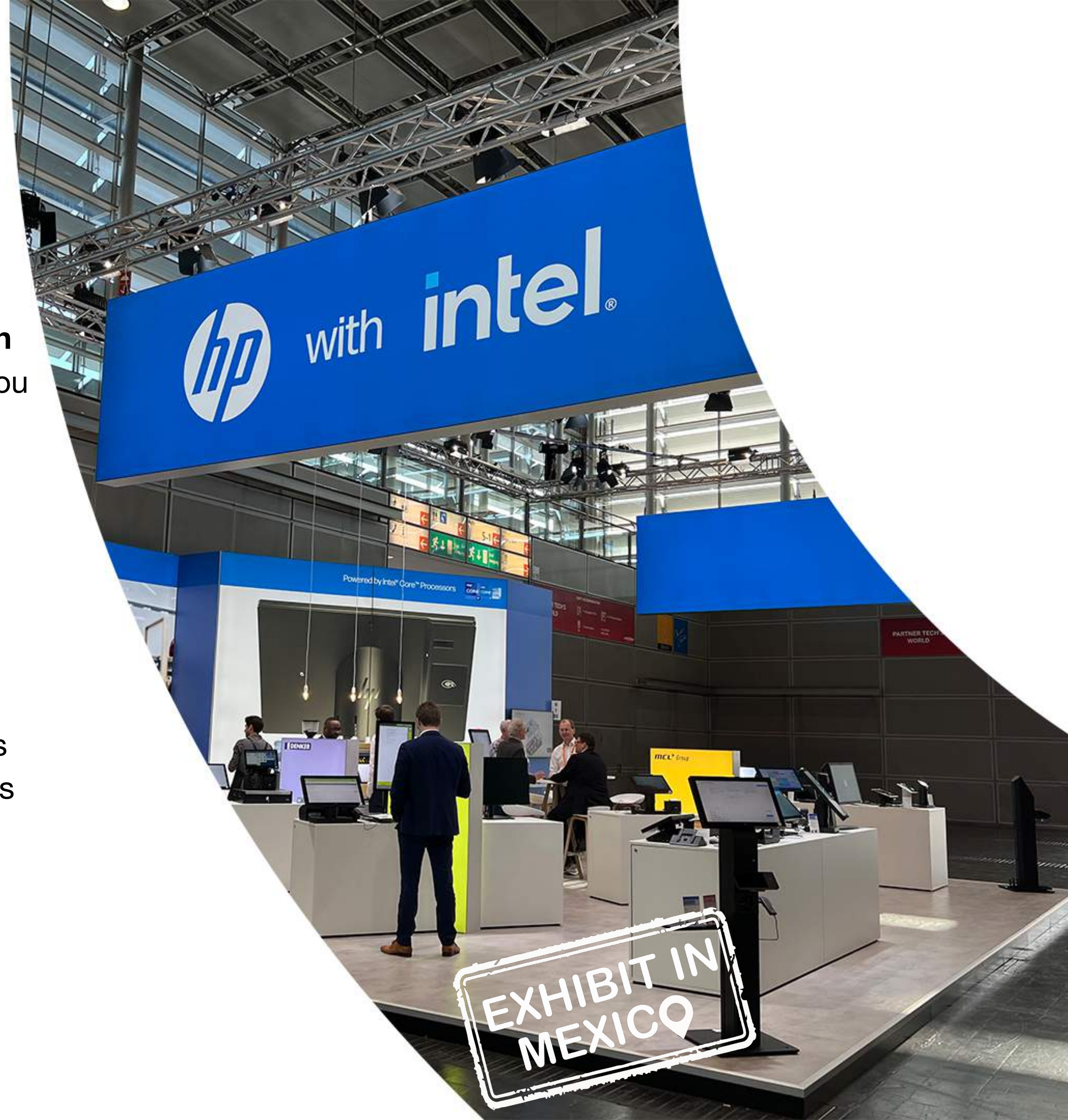




4. Contact an international logistics agency affiliated with Amprofec to import the samples, tastings, and machinery you wish to exhibit in Mexico.

5. It's always better to buy during the Pre-sale period, as during the event, you can have better payment terms and costs, as well as secure a better location on the floor plan.

6. Consider the spaces where your competition participates to enhance your own participation, as well as high-traffic areas such as main entrances, food areas, access to conference rooms, or coffee areas.





6 months before
the trade show



**EXHIBIT IN
MEXICO**

With your trade show booth provider

7. Choose a trade show booth provider affiliated with Amprofec, as this ensures they meet the minimum essential requirements for quality and trust. You can find them at www.exhibitinmexico.com/booth-designer

8. Make sure to read the Exhibitor Manual with your booth provider to understand the rules, guidelines, schedules, discounts, and benefits offered by the Organizing Committee.

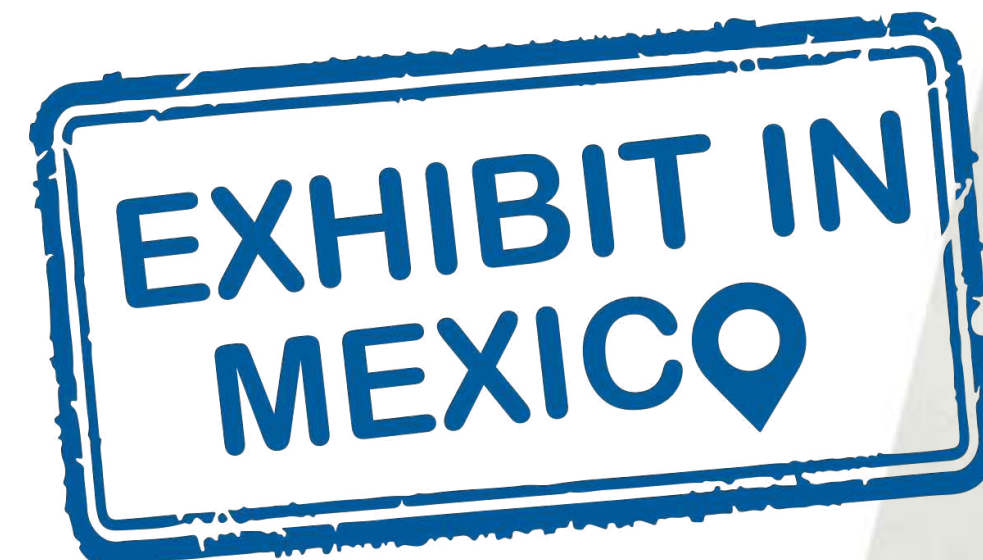
9. Approach the Organizing Committee to learn about deadlines and obtain discounts on additional services such as electricity, water, drainage, hanging points, food and beverages, internet, furniture, carpeting, staff, etc.



10. Confirm that your trade show booth provider has Third-Party Liability Insurance covering the dates of the entire event.

11. Remember to use sustainable materials in the construction of your booth. Reduce, Recycle, and Reuse!

12. A scanner or app will allow you to consolidate your customer information securely, quickly, and easily into a database.





16 weeks before
the trade show



In your company

13. Purchase the airline tickets and book the hotel where you will be staying to find better rates. **Don't forget to verify and complete all immigration requirements in order to visit Mexico**

14. Announce your company's participation on your website, social media platforms, and through a digital campaign. Never forget to include your booth number in your advertisements.

15. Send out mailings or, even better, personalized invitations to those prospects and potential clients you wish to attract to the exhibition.

16. Develop an action plan for the day of the event, considering arrival and departure times for staff, staggered meal times to ensure the booth is never left unattended, as well as promotional materials, inventory for sale, samples, and/or tastings.

17. Establish a strategy for lead follow-up after the event. This is key to converting leads into clients.



During the exhibition **setup days**

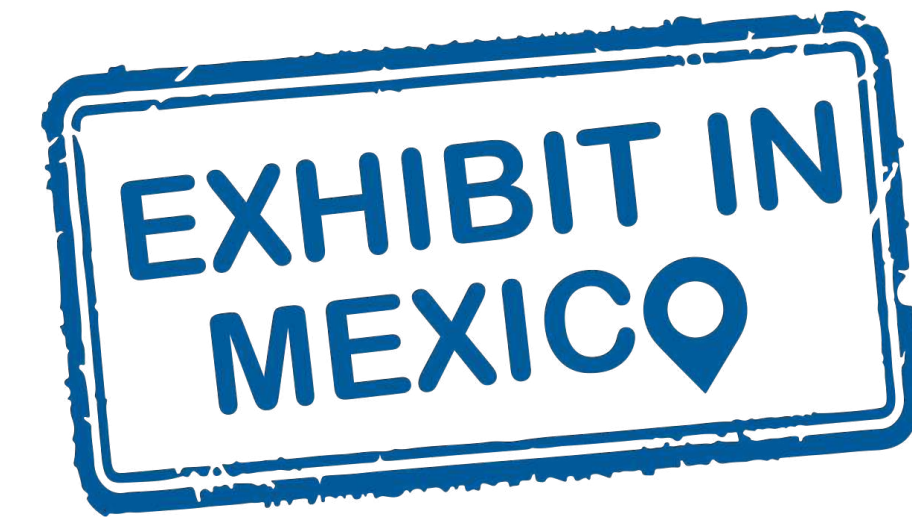
18. It's mandatory for your trade show booth provider to arrive at the agreed-upon time with the committee **and adhere to the schedules stipulated in the exhibitor's manual, as well as the guidelines.**

19. **Contact to your trade show committee and ensure that charges for additional services** required by your booth have been covered, avoiding delays in your setup.





During the trade show



20. Exhibitors can get inside before the event opens. Take advantage of this benefit and arrive early to ensure that your space is ready to welcome your customers.

21. Post your participation on social media, and encourage your customers to do the same by tagging your company.

22. Create an experience that your prospects will remember through food, tastings, souvenirs, or photographs. The limit is your creativity!

23. Renew your participation in the next edition of the exhibition and take advantage of pre-sale costs.



The first week after the event

24. Verify that all leads are registered in the company's CRM.
25. Send a thank-you note to qualified prospects who visited your booth and a business introduction letter to all first-contact leads.
26. Make follow-up calls for all qualify leads that you get during the exhibition days.

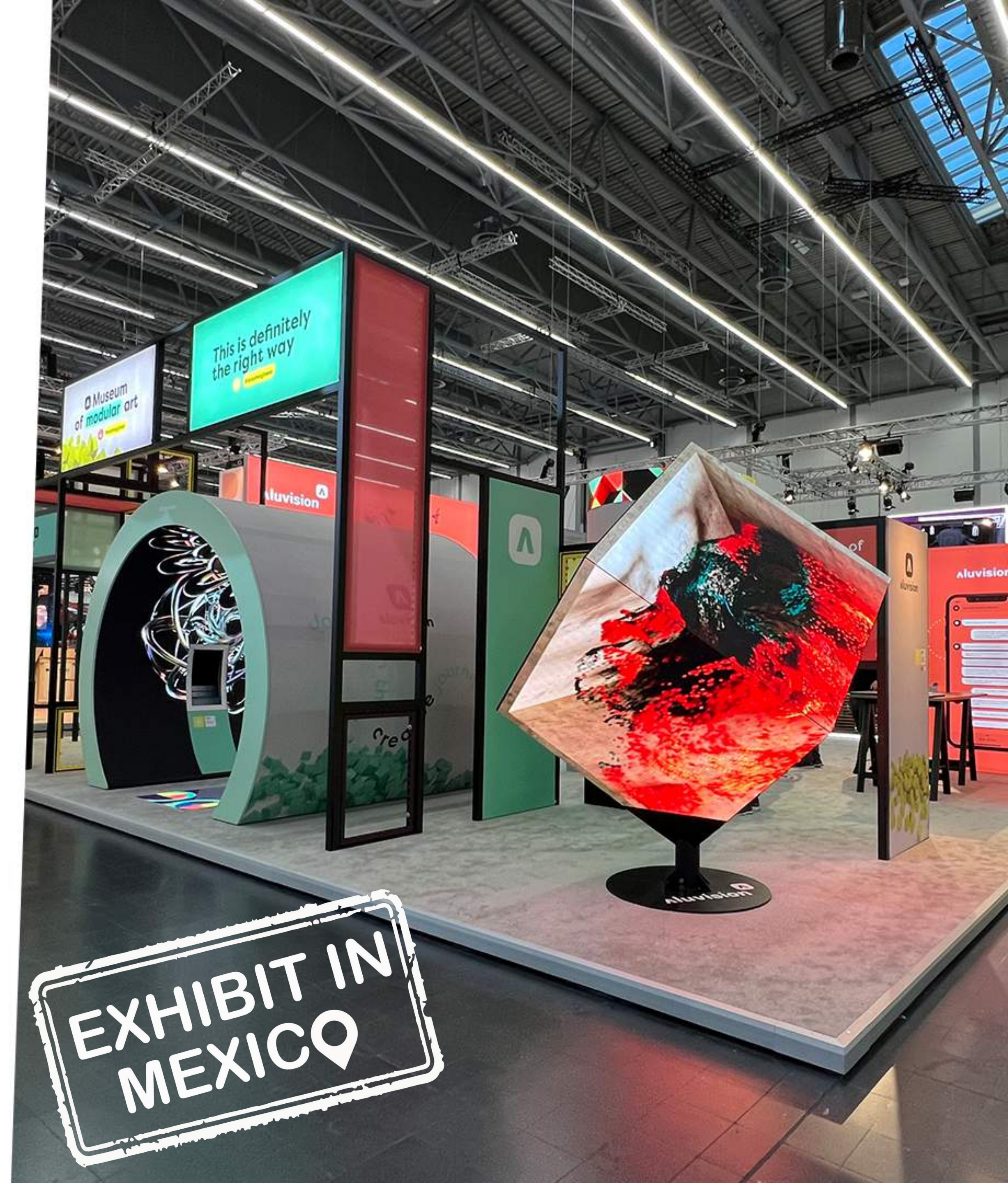


EXHIBIT IN
MEXICO



The first six months after the trade show

27. Maintain a weekly follow-up strategy until the closure or decline of your prospects.

28. Evaluate your Key Performance Indicators starting from the third month and follow up quarterly: Cost Per Lead (CPL), Customer Acquisition Cost (CAC), Return on Investment (ROI), and above all... Customer Lifetime Value (CLV).

29. Restart the cycle! Remember that if you stop attending exhibitions in your sector, your clients are more likely to initiate a relationship with your competition.



**EXHIBIT IN
MEXICO**

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





**EXHIBIT IN
MEXICO**

Thank you!

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