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Centro
Banamex
2-4 June 2026

EXHIBITOR MANUAL

Tuesday, June 2, 11:00 to 19:00h
Wednesday, June 3, 11:00 to 19:00h
Thursday, June 4, 11:00 to 19:00h



www.exposeguridadmexico.com



In the business of
building businesses

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Quick Guide: New Rules in the 2026 Exhibitors' Manual

This section brings together **all the new rules from the 2026 Exhibitors' Manual**. These rules differ from previous years and may affect your planning, design, and logistics. The section is organized to make reviewing them easier and more practical. For quick reference, the rules are divided into two groups:

- **Section 1:** The **4 rules with the HIGHEST IMPACT**.
- **Section 2:** The remaining new rules, presented in a concise format (Page + Concept) and classified by impact level (Critical, Medium, or Low).

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

SECTION 1: The 4 Rules with the HIGHEST IMPACT:

✓ Rule on Walls Facing Aisles (50% Opening) – Pages: 25–26

Concept:

Prohibited Enclosures

No stand may be completely closed off toward the aisles, nor may it include continuous solid walls that limit visibility toward those areas.

Minimum Visual Openness

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

These conditions must be met to ensure adequate **visibility** and **safe circulation** for attendees.

✓ Rule on Hanging Structures with Graphics Facing Neighboring Booths – Page: 25

Concept:

If your booth includes a hanging structure and has direct neighbors, no graphics may be placed on the side of the hanging element that faces the neighboring booth.

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

✓ Rule on Maximum Height for Booths and Hanging Structures – Page: 29

Concept: The maximum height allowed for booths smaller than 35.99 m² is 3.5 m. For booths of 36 m² or larger, the maximum height is 5 m. Hanging elements are only permitted in booths of 36 m² or more, with a maximum height of 7 m from the floor.

✔ **Rule on Structural Calculation for Hanging Structures – Page: 27**

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

SECTION 2: All Other New Rules

Page	Concept	Priority
38	Validation of documents in the operations portal before assembly.	Critical
40-41	Physical delivery of the structural calculation signed by a certified engineer (DRO) on the first day of assembly; without it, booth construction cannot begin.	Critical
22	Permitted materials: only scenic (MDF, PVC, fabric). Civil construction materials are prohibited.	Critical
84	Comply with dismantling schedules according to booth size.	Critical
37	Upload documents for booth review through the operations portal; renders, insurance policies, or DRO documents will not be accepted by email.	Critical
23	Electrical box must be inside the booth, visible, and unobstructed.	Medium
31	No on-site construction; all elements must arrive ready for assembly.	Medium
19	Notify presence of celebrities or VIP guests at the booth 20 days in advance.	Medium
74-75	Interactive and musical activities require prior authorization.	Medium
73	Games of chance are prohibited.	Medium
65	Protect flooring during external work (sanding, painting).	Medium
68	Avoid excessive noise and activities that disturb neighboring exhibitors.	Medium
17	Use the operations platform to upload sponsorships if contracted; sponsorships will not be accepted by email.	Medium
23	Storage room or booth doors must open inward, not toward aisles.	Medium
35	Timely arrival for assembly is the responsibility of the exhibitor and builder.	Medium
51	Badge registration for setup/dismantling through the operations platform.	Medium
48-49	New process for exhibitor badge registration.	Low
10	Invoicing is available through the SAT portal.	Low
11	Event website section for exhibitors with resources and tutorials.	Low
89	Mandatory respectful conduct.	Low

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

WELCOME TO EXPO SEGURIDAD INDUSTRIAL

Dear Exhibitor,

We're thrilled to have you back (or joining us for the first time) at this second edition of ESM! We're excited to share this space with you—a hub for connection, innovation, and growth in our industry.

We know that every participation involves effort, planning, and high expectations. That's why we want to support you every step in ensuring your experience is smooth, productive, and memorable.

From now on, our **Customer Experience team** will be your main point of contact. We're here to assist you before, during, and after the event. Don't hesitate to reach out—we're here to help.

Count on RX to build strong connections with your customers.

EXHIBITOR 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'll find the rules, key dates, processes, and recommendations necessary to make your event experience successful.**

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

Additionally, the manual may be updated at any time. We recommend staying alert to official communications, as the Customer Experience team will inform you of any relevant changes you need to consider.

Remember: Lack of knowledge of the rules does not exempt compliance. Not reading the manual will not be considered a valid reason for missing deadlines, processes, or guidelines. The Exhibitor Manual is an extension of the contract that each exhibiting company has already signed.

UPDATE TO THE OPERATIONS MANUAL – RX AND CENTRO BANAMEX



As part of our commitment to continuous improvement and the safety of all participants, RX Global and Centro Banamex periodically update their operations manual. Please note that the established rules and guidelines may be subject to change at any time. We recommend that all exhibitors and suppliers stay informed and regularly check for updates through the following link:

👉 [Check the updated CB Operating Manual here.](#)

The Exhibitor Manual is governed by the rules and guidelines established by the Organizing Committee, which is the authority responsible for their definition, updating, and proper enforcement. Consequently, all regulations set forth in this manual must be strictly observed.

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

✉ servicio.esm@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 website, where you'll find relevant information throughout the event, including conferences, schedules, visitor registration, event highlights, and more.

🌐 <https://www.exposeguridadmexico.com/es-mx.html#/>

We're here to support you every step of the way. Count on us to ensure an organized, successful, and hassle-free participation.

PLANNING – BEFORE THE EVENT

COMMUNICATION AND SUPPORT CHANNELS 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 primary point of contact.

✉ servicio.esm@rxglobal.com

2.- WhatsApp Groups – Exclusive for Exhibitors:

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

Group Link: <https://chat.whatsapp.com/KqHzQdJdfVW5hnTfsbFAIT>

Comunicados Expositores 
   **ESM 2026**
Grupo de WhatsApp

Invite those who need to stay informed!
This group is for the people in your company who need to know key points and event reminders.
Share the QR code now—don't leave it for later.
Join now and invite others you consider necessary!



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

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

 [I am exhibitor](#)

4.- Personalized Customer Experience Assignment

Each exhibiting company will have an assigned contact from the Customer Experience team, who will be your direct point of support for reviewing specific topics related to your participation. The main contact for each company will receive this information personally.

We recommend keeping an eye on emails from the @rxglobal.com domain, as this is where the name and contact details of your assigned Customer Experience representative will be shared.



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 **document review 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 oversee the process. Failure to update this information may result in communication errors, such as sending relevant information to an incorrect or inactive person.

Therefore, **the Organizing Committee is not liable for any issues 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.

COMMUNICATION AND SUPPORT CHANNELS FOR BOOTH CONSTRUCTION SUPPLIERS

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 primary point of contact.

 servicio.esm@rxglobal.com

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

Group Link: <https://chat.whatsapp.com/D1aIZInxXnQ0uBBOieSp00>

Share this QR code with your booth construction supplier!

This way, they can learn about the rules, dates, and key details for assembly and disassembly.

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

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montadoras    ESI -
ESM 2026
Grupo de WhatsApp



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

INVOICING



Please note that all invoices and payment complements issued by RX are automatically sent from the email address distri@digital-documents.net.

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

✦ Important:

If you have not received your invoice by email, you can view 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 it will allow you to access your invoice and make your payment on time.

 We have attached the official guide issued by the SAT for your reference:

https://drive.google.com/file/d/1274sMQDRna3R1qfgeKUefLcjwR5fL8OF/view?usp=drive_link



KEY PLATFORMS

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

Platform / Resource	Functionality	Direct Link
Exhibitor Web Section	Find tutorials, training sessions, and access all the platforms you need to plan your participation.	CLIC HERE
Event Floor Plan	Locate your booth and check its dimensions.	CLIC HERE
Operative Platform	Stand Supplier Registration	CLIC HERE

EXHIBITOR SECTION ON THE WEBSITE

Do you want 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'll use for your planning.**
- **Downloadable forms to order 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 any process? Want to rewatch a training session? Need inspiration to make the most of your participation? [It's all here.](#)

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

YOUR PARTICIPATION STARTS WITH BEING WELL-INFORMED MAKE THIS SECTION YOUR FAVORITE TOOL!

The screenshot shows the exhibitor section of the website. At the top, there is a navigation bar with the date "24 - 26 octubre, 2026", the location "Centro Banamex", the language "Español", a heart icon, and a button "QUIERO EXPONER". Below the navigation bar, there are dropdown menus for "Exhibe", "Visita", "Expo Barber", "Evento 2025", and "Citas de negocio". The main heading is "Bienvenido a la sección de Expositores". Below this, a sub-heading states: "Esta sección está diseñada para brindarle información sencilla y paso a paso que le ayudará a planificar eficazmente su participación." There are ten icons representing different resources: Exhibitor Hub, Preguntas frecuentes, Manual de Expositores, Portal operativo, Servicios adicionales, Diseño de stands, Tutoriales, Reglamento general, Kit promocional, and Contacto Expositores. At the bottom, there is a section titled "¿Necesitas soporte adicional?" with a link to "Escribenos a: [email address]".

GENERAL EVENT SCHEDULE

Check the detailed schedule in the sections for assembly, event, and disassembly.

PHASE	DATES	SCHEDULE
Assembly	May 30, 31 and June 1	08:00 – 22:00 h
Event	June 2 to 4, 2026	Exhibitor: 09:00 – 19:00 h
		Visitor: 11:00 – 19:00 h
Disassembly	June 4, 2026	Starting at 21:30 h



The full details of each phase (**assembly, event, and disassembly**), including specific rules and procedures, can be found later in this manual. We recommend reviewing them carefully for proper planning.

CHECKLIST – ACTIVITIES AND DEADLINES



Below, you will find the key activities that every exhibitor must complete on time. 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 resulting from non-compliance. If you have questions about any activity, contact your assigned Customer Experience Executive or email servicio.enfcdmx@rxglobal.com



Types of activities in the CHECKLIST:

-  **Mandatory:** Must be completed on time. Applies to all exhibitors.
-  **Optional:** Recommended to enhance your experience but not mandatory.
-  **Webinars:** Informative sessions to resolve questions and learn about tools.

Check	Activity	Dead line	Requirement	Responsible
1 <input type="checkbox"/>	Read the exhibitors' manual and learn the event rules.	ASAP	✔ Mandatory	Exhibitor/Assembler
2 <input type="checkbox"/>	Join the exhibitors' training session. (11:00 a.m) 📅	08/04/2026	● Optional	Exhibitor
3 <input type="checkbox"/>	Send the company logo.	14/04/2026	✔ Mandatory	Exhibitor
4 <input type="checkbox"/>	Complete the exhibitors' profile with the company's commercial information.	14/04/2026	✔ Mandatory	Exhibitor
5 <input type="checkbox"/>	Join the business meetings training session. (11:00 a.m) 📅	10/04/2026	● Optional	Exhibitor
6 <input type="checkbox"/>	Register your assembly company in the operations portal.	24/04/2026	✔ Mandatory	Exhibitor
7 <input type="checkbox"/>	Upload the booth documents for the committee's review.	01/05/2026	✔ Mandatory	Assembler
8 <input type="checkbox"/>	Make sure your booth project is approved in the operations platform.	08/05/2026	✔ Mandatory	Exhibitor/Assembler
9 <input type="checkbox"/>	Notify Customer Experience about activities, dynamics and product demos.	01/05/2026	✔ Mandatory	Exhibitor
10 <input type="checkbox"/>	Hiring additional services with the venue or the official suppliers of the Organizing Committee.	09/05/2026	● Optional	Exhibitor/Assembler
11 <input type="checkbox"/>	Join the Setup/dismantling webinar. (11:00 a.m) 📅	21/05/2026	✔ Mandatory	Assembler
12 <input type="checkbox"/>	Know your access code for the LEAD MANAGER badge reader app and how it works.	19/05/2026	✔ Mandatory	Exhibitor
13 <input type="checkbox"/>	Exhibitor Badge registration (Suggested date).	15/05/2026	✔ Mandatory	Exhibitor
14 <input type="checkbox"/>	DASHBOARD: Prepare and review your digital performance for the event.	05/06/2026	● Optional	Exhibitor
15 <input type="checkbox"/>	Registration of setup/dismantling badges.	22/05/2026	✔ Mandatory	Assembler

Click on the following link to access all the links and tutorials to carry out these activities.



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

WHAT DOES YOUR CONTRACTED SPACE INCLUDE?

ELECTRICITY

Includes **1 double outlet of 120 V / 1000 W for every 9 m² contracted**, with a maximum of **2 double outlets per contract**.

Contracted Space	Included Outlets
Up to 9 sqm	1 double outlet
More than 9 sqm	2 double outlets

BADGES

Badges are assigned according to the contracted square meters and are specified in the contract.

If you require additional badges, these have an extra cost and must be requested through your sales representative.

LEAD MANAGER APP

Access to the app for scanning visitor badges.

DIGITAL EXHIBITOR DIRECTORY

Your company will appear in the exhibitor listing on the event website.
Requirement: Complete your 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

Check the statistics of visits to your web profile. This dashboard allows you to see how many people have clicked or visited your exhibitor profile, helping you measure the impact of your online presence during the event.



PRINTED CATALOG

Mention and logo in black and white or color, according to what was contracted.

Requirements:

- Complete your commercial profile in the **Exhibitor Hub** before the deadline: **April 14, 2026**.
- Send your company logo in **curves, AI or PDF** format, before **April 11, 2026**.
- Space must be contracted before **April 14, 2026**. *Contracts after this date will not be included in the printed catalog.*



YOUR CONTRACTED SPACE DOES **NOT INCLUDE**:

- Carpet
- Partitions (divider walls)
- Internet or Wi-Fi at the venue
- Additional electricity
- Furniture
- Parking
- Hanging structures
- 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.



EXHIBITORS WITH “MAMPARA PLUS”

Some exhibitors contract the partitions 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 plus booth panels, make sure to confirm your requirements via email with your “Customer Experience representative”.

1.– MAMPARA PLUS BOOTH SPACE 9 m²



It is **MANDATORY** to confirm, through this form,

[Confirmación de Rótulo y Mobiliario para stand Mampara Plus 9m2 / Fascia and Furniture](#) : complete the form with your requirements.

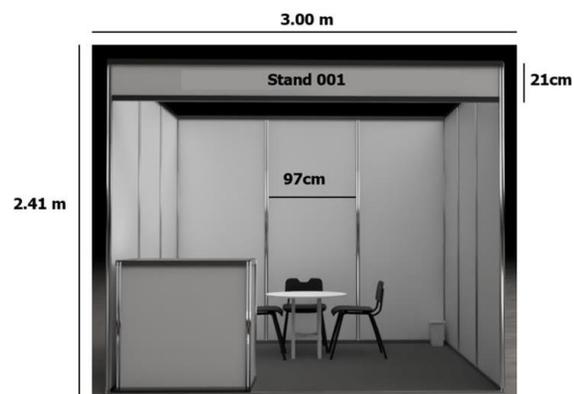
Do this **BEFORE APRIL 10** to confirm what you **DO** or **DO NOT** require for your booth.

- **White booth panels (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 board with company name** (no logo; maximum 28 characters; text in uppercase)

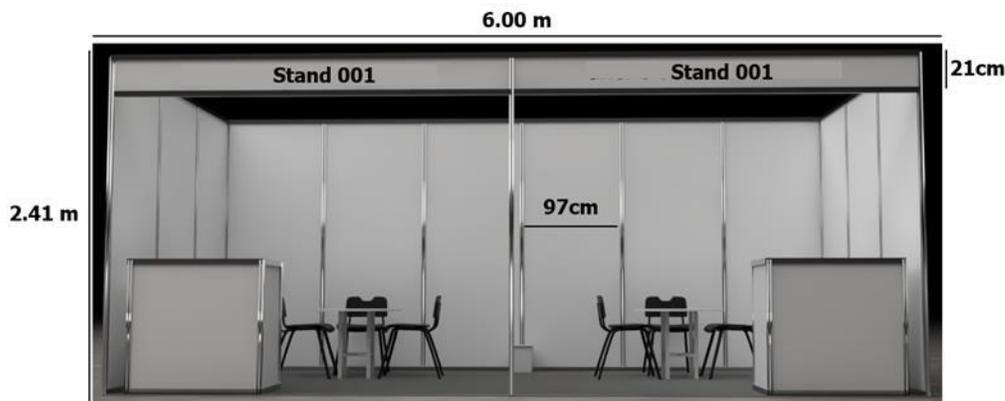
NOMBRE DE MI EMPRESA

- **Carpet**
- **Electricity:** 1 electrical outlet, 1000 W – 110 V
- **Ambient lighting**
- **1 table and 3 chairs**
- **1 counter**
- **1 trash bin**



After the deadline, we cannot guarantee fulfillment of the request, and an additional charge of MXN \$3,700 per m² will apply to the exhibitor.

2.- MAMPARA PLUS BOOTH SPACE 18 m²



It is **MANDATORY** to confirm, through this form,

[Confirmación de Rótulo y Mobiliario para stand Mampara Plus18m2/Fascia name and furniture](#) complete the form with your requirements.

Do this **BEFORE APRIL 10** to confirm what you **DO** or **DO NOT** require for your booth.

- **White booth panels (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 board with company name** (no logo; maximum 28 characters; text in uppercase)

NOMBRE DE MI EMPRESA

- **Carpet**
- **Electricity:** 1 electrical outlet, 1000 W – 110 V
- **Ambient lighting**
- **2 table and 3 chairs**
- **2 counter**
- **1 trash bin**



After the deadline, we cannot guarantee fulfillment of the request, and an additional charge of MXN \$3,700 per m² will apply to the exhibitor.

If your company has contracted booth panels with the organizing committee and you wish to place vinyl graphics on them, please note that any damage caused will be the exhibitor's responsibility. Additionally, if you bring your own vinyls, banners, or other decorative elements, the committee will not be responsible for their installation, as this service is not included in the cost of the booth panels. Finally, an extra charge will apply for panel cleaning and adhesive removal.

COMPLETE YOUR EXHIBITOR PROFILE: MAKE YOUR BRAND STAND 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: April 14, 2026.**



Digital Benefits

- ✓ Appearance in the **Exhibitor List** and **Product List** on the official event website.
- ✓ Participation in the **matchmaking program**, which connects visitor interests with your commercial offer.
- ✓ Access to view 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 **Pocket Map**, provided it is completed on time.

Important

- ✓ A complete profile **increases your chances of being recommended** and improves 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 by **April 14, 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 to the [Exhibitor Operations Portal](#), without the need to receive individual emails from Customer Experience.

✦ How does it work?



STEP 1: The exhibitor must log in to the Operations Portal, where they can view the sponsored 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 to 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 requesting materials will be sent.
- 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 contracted sponsorship includes this service. Materials include graphic artwork, videos, digital images, digital banners, etc.
- Once the documents are approved in the Operations Portal, the exhibitor will not be able to make adjustments or changes to the materials.

➤ If the material is not uploaded on time, the Organizing Committee is exempt from any responsibility related to the execution or delivery of the contracted sponsorship.



➤ **The exhibitor 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, it will display the reason so the exhibitor can correct it and upload it again within the deadline.**

➤ The deadline for uploading sponsorship materials in the Operations Portal will be visible in the portal.

Do you have questions about your contracted sponsorships?

- If, upon entering the Operations 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 specifications or the required material for the products listed in the portal.

PAID ACTIVATIONS DURING THE EVENT (ON THE FLOOR OR INSIDE THE BOOTH)

Some sponsorships include permission to carry out special activations such as tastings, activities, presentations, or shows on the floor. These activities can take place in 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 all logistical details of their activation** with their Customer Experience representative **at least 30 days before the event (May 1st)**, including:



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

-Carefully review what you have contracted and make sure to send us all the required details on time and in the correct format.

-Even if you have 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 will not be able to guarantee proper delivery service or organize the appropriate 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 to inform the Customer Experience team **at least 20 days before the event.**



Why is it essential to notify the Organizing Committee?

1. Special logistics and access

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

2. Promotion and visibility

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

Required Information

When notifying the visit, please include:

- Name of the personality
- Estimated date and time of visit
- Type of activity they will perform.
- Special requirements
- Vehicle license plate and driver's name (if applicable).

 [Submit the information by completing the following form.](#)

Important:

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

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



If it is received during the event or just a few days prior, we will not be able to guarantee logistical support.

📌 Social Media Coverage of Personalities, Influencers, or VIP Visits



Submitting this information **does not guarantee its publication** on the official event channels. The Organizing Committee ***selects content for dissemination based on its relevance, audience 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 for the visit to be communicated**, you must provide 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 for 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 perimeter security support** 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 it is detected that the presence of the talent causes crowds, disorder, or situations that compromise the event's operation, the Committee may intervene, suspend, or cancel the activity immediately, without exception.

Exhibitors are strongly 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 located and are part of the benefits included in their sponsorship investment.



Since these elements are placed in high-traffic areas, they may share proximity with other stands or event structures. **All these spaces have been previously authorized by the Organizing Committee and cannot be modified or relocated.**

REGULATIONS FOR BOOTH DESIGN/CONSTRUCTION

The following rules for stand construction **are non-negotiable: they respond to safety criteria, event image, and fairness among exhibitors, so there will be no exceptions to their compliance.**



It is essential that, when developing your design, you ensure these rules are followed. **All exhibitors and builders must comply, and lack of knowledge of a rule does not exempt compliance.**

Please note that **each venue and organizing committee may have different regulations**, and at **RX we adhere to international 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 everyone's experience.**

1. Design Responsibility

The booth design and construction is the exhibitor's responsibility, except in cases where the booth construction has been contracted directly with the Organizing Committee, whether in a customized format, package, or panel system.



If you hired a custom design with an external supplier, **we recommend ensuring that the supplier knows and complies with all the rules and specifications established in this manual** to avoid setbacks during assembly and ensure a smooth experience for everyone.

2. Design Upload and Approval

All booth projects must be uploaded to the **Operational Portal** for review and approval **before being assembled at the event.**



Deadline: May 1st, 2026.

3. Construction of Partition Walls

- It is mandatory to build **partition walls** between booths that have neighboring exhibitors.
- 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 allowed to install only products, furniture, roll-ups, or loose elements without structure. Partition walls are mandatory.**
- **It is strictly prohibited to hang, stick, or attach any element of the booth (such as tarps, fabrics, banners, etc.) to another exhibitor's structure** or to the venue's structure.



This practice, although it may seem simple, such as using string, adhesive tape, or improvised fasteners—**creates a poor image of the event, poses operational risks, and negatively impacts 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 does not comply with this rule.
- The only exception applies to **island** booths, meaning those surrounded by aisles on all four sides and **not adjacent to any neighboring** booth. In these cases, partition walls are not mandatory. However,

these projects must also be reviewed by the committee and meet all requirements (render, insurance policy, structural engineer certification—when applicable).

- The booth presentation must be **x**, as it reflects the image of your company and the exhibition.

4. Materials Allowed for booth Construction

To ensure efficient, safe assembly and dismantling within the timeframes established by the venue, only **scenographic materials** are allowed for stand construction.

The use of civil construction materials is strictly prohibited.

✔ Allowed Scenographic

Materials: ALLOWED

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

✘ Prohibited Civil

Construction Materials: NOT ALLOWED

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



Prohibited materials are intended for permanent structures and **are not suitable for temporary events**. Their use can cause delays, safety risks, and penalties from the venue.

To ensure compliance with these provisions and avoid ambiguities, **the Committee requires the technical data sheet of the materials that will be used for each booth**. This allows us to evaluate each case and ensure that the materials are suitable for a temporary event. Although this list includes 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. Ubicación obligatoria de la caja eléctrica

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 always remain visible with easy access available 24 hours a day**.

For safety reasons, electrical boxes must remain completely clear on their top surface.

It is not allowed to place objects on top (such as boxes, materials, or other items), as this poses an electrical and operational risk.

Under no circumstances should the box be placed in: aisles, common areas, or other exhibitors' spaces.

This measure aims to prevent accidents, obstructions, and conflicts between exhibitors, while complying with the venue's safety regulations.

This measure aims to **prevent accidents, obstructions, and conflicts between exhibitors**, while complying with the venue's safety regulations.



6. Storage Room Doors: Permitted Opening and Restrictions

Doors installed in storage rooms or structures within the booth must **always open inward into the exhibitor's space**. This applies to doors facing aisles as well as those facing dead spaces (areas between stands that are neither aisles nor part of the booth).

Opening outward can cause obstructions, safety hazards, and conflicts with other exhibitors, and is therefore not permitted.

7. Hanging Structures / Rigging

Hanging structures are allowed **only for booths of 36 m² or larger, without exception**, and must comply with the following conditions:

A. General Requirements

- Use **lightweight materials** and ensure that the dimensions of the hanging element **do not exceed the contracted area**.
- Hanging is one of the first maneuvers during assembly, so it must be scheduled in advance to avoid delays.
- The venue (Centro Banamex) 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 method is required, the exhibitor and their builder must comply and contract the service with CB. This is not optional or negotiable: compliance with this instruction **is mandatory to ensure safety and proper event operation**.

B. Service Contracting

- This service is **exclusive to the venue** and must be contracted directly with **Centro Banamex** in advance.
- It is **prohibited** to perform hanging on your own, whether by the exhibitor or their assembly provider.
- Service timelines and procedures depend solely on the venue.

C. Technical Validations

- Validate with **Centro Banamex** the materials required for installation.

- The venue reserves the right to reject structures that do not have an authorized structural engineer (DRO) 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 allowed. A safe installation must be guaranteed, the corresponding electrical service contracted, and an additional safety point considered for cable drop to the floor.

D. Specific Conditions

- Elements weighing up to **75 kg** and with dimensions up to **4x4 meters or 4 meters in diameter** may be hung directly using hydraulic platforms, subject to prior material validation by the venue.
- 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 banners or pennants made of vinyl, canvas, or plastic with PVC, wood, or steel frames used as general signage (see page 25 for more information).

E. Safety During Maneuvers

- During crane hanging, **the entire area below must be completely cleared**. It is prohibited to perform any other assembly work in that zone during this time.
- If this instruction is not followed, the venue will **suspend the hanging operation** without any claim for delays.

F. Special Cases

- For structures exceeding the mentioned dimensions and weights, motors and metal trusses must be contracted **without exception** directly with **Centro Banamex**, submitting the corresponding DRO to the Organizing Committee beforehand 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 any incidents resulting from incorrect installation.

8. RULES FOR HANGING STRUCTURES AND VISIBILITY BETWEEN BOOTHS

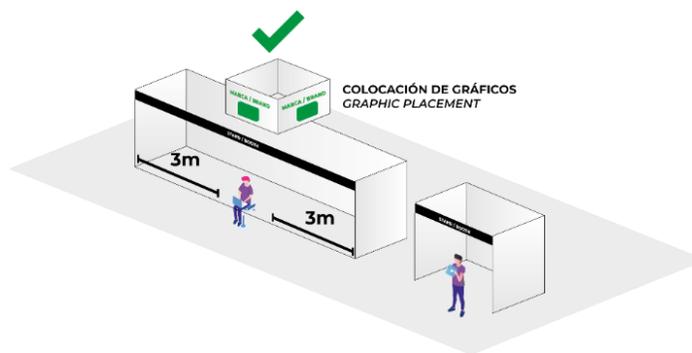


IMPORTANT: Hanging is allowed only for stands of **36 sqm or larger**.

- If the booth is **adjacent to neighboring booths (side or rear)**, it is **not permitted** to place graphic elements on the hanging structures (logos, trade names, images, or any type of brand-related visual communication) **on the faces of the hanging element that are visible from those neighbors**.
- In these cases, the hanging surfaces must remain in a **solid, neutral color**, with no brand references, to respect the aesthetics of the shared environment and avoid visual interference between booths.



- **Exception:** Graphic elements may be applied on **all faces of the hanging** structure only if it is installed at a **minimum distance of 3 meters inside the booth**, measured from the boundaries adjacent to other exhibitors.



Please refer to the following [LINK](#) for illustrative examples of how images **MAY** be placed on all faces of the hanging structure, as well as what is **NOT** allowed according to the manual's regulations.

9. RULE FOR WALL CONSTRUCTION FACING AISLES



For **safety and visibility** reasons, any booth may be completely closed off toward the aisles. All walls adjacent to aisles must have at least **50% open space** to allow access and visibility.

Continuous walls without openings or views toward the aisles are not permitted. Walls facing aisles must have an aesthetic finish and comply with the 50% opening rule.

Walls adjacent to other stands must be closed (**see aesthetic finish rule** on page 27).

Why is this important?

In addition to improving the visitor experience, this rule follows **safety protocols**: a booth with closed walls limits exit routes and can hinder quick evacuation in case of emergency. Keeping openings toward the aisles reduces risks and facilitates safe flow of people.

Tip for your brand:

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

Remember:

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

✗ **Not allowed:** Wall facing the aisle completely closed with no access points.



10. STRUCTURAL CALCULATION (DRO) FOR HANGING STRUCTURES

Rules and Requirements for Hanging Installations:



Type of Structure	Conditions	Requirements
Lightweight Structures (Less than 75 kg and up to 4x4 m or 4 m in diameter)	<ul style="list-style-type: none"> - May be hung directly using hydraulic platforms through CB; service must be contracted as an additional service. - Do not require motors or metal trusses 	<ul style="list-style-type: none"> - Prior validation of materials by REMEX Operations Management. - If the structure is taller than 1.80 m and weighs more than 10 kg, a Letter of Responsibility from the builder/exhibitor must be submitted to the Organizing Committee.
Exceptions - Simple banners made of vinyl, canvas, or plastic with PVC, wood, or steel frames. Do not require a Letter of Responsibility.		
Large Structures	<ul style="list-style-type: none"> - It is mandatory to contract motors and metal trusses 	<ul style="list-style-type: none"> - Structural calculation issued and signed by a certified structural engineer

Over 75 kg or larger than 4x4 m or more than 4 m in diameter	exclusively with Centro Banamex.	(DRO) must be submitted to the Organizing Committee.
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11. DOUBLE-DECKER BOOTHS

Allowed only for booths of **36 sqm or larger**, provided they meet the requirements established in this manual.

Design and Construction Considerations:

Stairs:

- Spiral or circular stairs are not allowed; they must be straight.
- Minimum width: **1 meter**.
- It 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; they cannot lead directly into an internal wall of the booth.
- Stairs without lateral walls must have a handrail from start to finish.
- Protective barriers or railings on the upper level must be securely attached to the structure.
- Stairs must have well-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 traffic. The Committee may request adjustments if the stairs do not meet minimum safety standards.
- The angle of the stairs depends on the tread and riser dimensions, which are determined by the height of the upper level.

Protections:

- **Continuous** barriers 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:

- Place **visible signs** indicating the **maximum occupancy** of the second level.
- Signs must be located next to the stairs and in a visible spot on the upper level.

Materials and Structural Validation:

- Materials must match those approved in the **structural calculation validated by the DRO**.
- The **DRO must be present at the venue** to verify that the construction complies with the approved plan and that materials are in good condition.

Mandatory Compliance:

- If these requirements are not met, the upper level **cannot 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-decker structure that connects the spaces overhead.

12. ❌ 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 booths, regardless of whether they are **lightweight facades or high-load structures**.
- ❖ Bridges that are part of a **second floor** for pedestrian crossing, material transport, display, or storage.

✅ Key Rules:

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



13. HEIGHT RULE FOR STAND CONSTRUCTION



BOOTH AREA	MAXIMUM HEIGHT	DETAILS	COMMENTS
Less than 35.99 sqm	3.5 meters	Hanging elements are not allowed.	Restrictions are based on floor load capacity, stability of small structures, and visual uniformity of the event.
A partir de 36 m ² en adelante	5 meters	Hanging elements are allowed, provided they comply with assembly and safety requirements.	

Important:

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

Hanging Element: Allowed only for booths of 36 sqm or larger. One hanging element is permitted, which may be placed at a maximum height of 7 meters at its highest point from the floor.

14. AESTHETIC FINISH OF EXPOSED WALLS

All **visible and exposed walls** of the stands (whether rear, side, or any surface adjacent to another exhibitor or visible to the public) must have a **uniform aesthetic finish in white or black, WITHOUT EXCEPTION.** Logos or images are NOT allowed on these surfaces.

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

- **Must not be transparent**
- **Must be properly stretched or firmly installed**
- **Must be clean and in good condition**
- **Must completely cover the surface evenly**
- **Patchwork, improvised materials, or installations that compromise the overall aesthetic of the event are not allowed**

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



On **Monday , June 1st 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 sqm contracted per hour** will be applied for each hour that passes without the situation being corrected. Assembly will not resume until the exposed walls are properly covered and the corresponding fine has been paid to the Organizing Committee.



INCORRECT





CORRECT



15. SOUND EQUIPMENT AND/OR SPEAKERS

If your booth design includes **speakers or any sound equipment**, they must be **oriented toward the interior of the booth, never toward the aisles or neighboring booth**, to avoid disturbances and maintain an appropriate experience for all participants.

The **sound level must not exceed 85 decibels (dB)** at any time.

To review the complete **rules on permitted sound levels and applicable penalties for non-compliance**, please refer to **page 63 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.

16. CONDITIONS FOR BOOTH ASSEMBLY

The booth must arrive at the venue with its components **pre-prepared and ready for assembly**. It is **not permitted** to carry out construction work 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 aims to:

- **Protect the venue's infrastructure**, avoiding damage to floors, walls, and furniture.
- **Reduce accident risks** caused by using tools, solvents, or machinery.
- **Speed up the assembly process**, allowing for more organized and safe installation.



Non-compliance with this provision may result in penalties or restrictions during assembly.

ADDITIONAL CONSIDERATIONS FOR BOOTH DESIGN AND CONSTRUCTION

Space Usage and Design

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



Visibility

- **Hanging elements** that block the visibility of adjacent stands or obstruct aisles (e.g., shelves, screens, display products) **are not permitted**

Safety and Regulations

- Aisles, walkways, lobbies, or exits leading to fire extinguishing devices **must not be obstructed**.
- If your booth has a **fire hydrant** within its area, **it cannot be blocked** by equipment or walls. It must have a false floor that is clearly **marked and easy to remove**.
- **Fire extinguishers cannot be removed** from their fixed points for use elsewhere as a reserve without prior authorization from RX Mexico. If your contracted space includes a fire extinguisher, **you must consider it in your design**.

Materials and Storage

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



Advertising on Visible Walls

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

Responsibility

- The organizing committee shall not be held responsible for any damages or losses incurred by the exhibitor or the builder as a result of non-compliance with the rules established in this manual.
- The organizing committee reserves the right to stop or shut down the assembly or construction of the booth if it does not comply with any of the provisions stated herein.



ELECTRICAL POWER

All spaces include basic electrical power: **a double outlet of 120 V / 1000 W**, assigned according to the booth size.

If you require **additional or special electricity** (such as two-phase or three-phase), **you must request and contract it directly with CB (Centro Banamex)**.

Internal electrical installations within the booth must be carried out **using heavy-duty cables of the appropriate gauge** for the intended load, properly piped, protected, and with correctly insulated splices.

UNDER NO CIRCUMSTANCES IS DUPLEX CABLE ACCEPTED.

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



In many cases, basic outlets **are not sufficient** to power all equipment, lighting, and booth elements. When exhibitors or builders do not contract two-phase or three-phase power and exceed the supply capacity, breakers trip, causing power outages that affect booth 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 shall not be held responsible for power outages resulting from excessive load.



The organizing committee and the venue reserve the right to disconnect the electrical supply to any exhibitor whose installations do not comply with the indicated regulations or pose a risk. They are also not responsible for any damage this may cause to equipment or booth structures.

Additional Electrical Considerations

- ✓ Electrical boxes must remain inside the booth, ensuring that cables are properly arranged along their route.
- ✓ Exposed outlets must be securely fixed to the booth structure
- ✓ Use only heavy-duty cables for electrical connections, and multiple joints with different cables and poor insulation are not allowed, in order to prevent overheating and short circuits.

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

STEPS AND SUGGESTIONS FOR CHOOSING YOUR BOOTH SUPPLIER



Before hiring your booth provider, we recommend following these steps to ensure a reliable choice that meets your needs:

1. Research and Validate the Company

- Verify that the booth construction company has references from **previous projects** or is endorsed by an industry association.
- Request their **articles of incorporation** to confirm that it is a formal and legally established company.

2. Confirm Compliance with Event Requirements

- Make sure they have the mandatory documentation, such as:
 - **Civil liability insurance policy**
 - **Professional renders and plans with accurate measurements**
 - **Technical sheets of materials and booth weights**
 - **DRO** (Responsible Construction Director), if applicable

3. Evaluate the Design Proposal

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

4. Verify Operational Capacity

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

5. Set Key Dates

- Define a deadline with your provider for **having the final booth design**.
- It is recommended to have the final design ready by April 2026, so the assembly company can upload the documents to the operations portal **before May 1st, 2026**.



6. Maintain Clear Communication

- Ensure the company maintains **smooth and transparent communication** throughout the entire process.

- We suggest that the assembly company share **photos of the progress during the booth construction process** on the setup days at the venue. This will allow you, as the exhibitor, to **verify that the booth is being built according to the approved design and within the established timelines**, avoiding last-minute surprises. Sometimes, by fully trusting the provider, exhibitors **do not request evidence of progress** and end up facing delays or incomplete deliveries.



7. Recommended Payment Conditions

- Although the organizing committee **does not intervene in commercial agreements between the exhibitor and their supplier**, we recommend **not making full payment for the booth before its on-site delivery**.
- It is preferable **to establish a staged payment scheme**, leaving a portion of the amount pending until the booth is **completely delivered and functional** at the event.

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 penalties imposed by la **Secretaría del Trabajo**.

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

LOGISTICS COORDINATION WITH THE ASSEMBLY COMPANY

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

- It is essential to consider **extra time for unforeseen events** such as traffic, accidents, mechanical failures, protests, blockades, etc.
- Many assemblers arrive just in time, which **increases the risk of not fully completing the booth installation**.
- Therefore, we recommend **planning with sufficient margin** and maintaining constant communication with the assembly 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 assembler.**



REQUIREMENTS TO OBTAIN APPROVAL FOR BOOTH DESIGN AND ACCESS TO ASSEMBLY

To ensure the safety and proper operation of the event, **all exhibitors must upload the required documents through the Operations Portal before May 1st, 2026, without exception.** These documents will be reviewed by the organizing team to grant the necessary approval that authorizes access to the venue and booth construction.



NOTE This obligation applies to all exhibitors, regardless of the size of the contracted space, the complexity of the design, or the type of display. Whether it is a full booth or a simple presentation with furniture, roll-ups, or showcases, **everyone must comply with the established requirements.** Even if the exhibiting company performs 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 meet any of the requirements may result in assembly restrictions, denial of access to the venue, 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 with Third-Party Damage Coverage

- Minimum amount: **\$500,000.00 MXN**
- Coverage/Validity: During **assembly, event, and dismantling** days
- Format: PDF
- Usually provided by the assembly company. If they do not have it, the exhibitor must purchase it from their preferred insurance provider.

2. Booth Render

- General views with measurements (front, side, plan)
- 3D visualizations
- Technical data sheet of materials. Please refer to an example of the technical data sheet with the elements you will need to provide [👉 here](#)
- Accepted formats: JPG, PNG
- **A photograph is not a render.**
- The booth render must clearly indicate the support/safety points (cords from the ceiling) that will be used to stabilize suspended elements such as canopies, headers, walls, etc.
- If the project includes **hanging elements**, a construction plan with dimensions and weight must be attached.

3. Structural Calculation Signed by a Responsible Construction director (DRO) (Only If Applicable)

- Applies to:

- Double-deck booths
- Platforms/stages with a height of 1 m
- Structures supporting LED screens $\geq 6 \text{ m}^2$
- **Hanging elements (check the rules on which hanging elements 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 Mexico City and belong to the federative entity of the event

The structural calculation must be presented in original form upon entry for assembly—MANDATORY.

👉 Check out our tutorial on the documents to upload: <https://drive.google.com/file/d/1e-w2VQ1G1n1JxFkwHoJp9Cj7mHmOkeaR/view>

USE OF THE OPERATIONS PORTAL

What is the Operations Portal?

It is an exclusive digital platform for uploading and validating documents related to booth design and assembly.

Documents sent by email will not be accepted.

STEP-BY-STEP

STEP 1:

The exhibitor receives their access credentials for the [exhibitor operations portal](#). via email.



If they do not receive them, they can write to  servicio.esm@rxglobal.com to request them.

STEP 2:

The exhibitor registers their booth/assembly provider in the operations portal. To do this, they must enter some basic information about the assembly company, 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 for the assembly providers' operations portal, where the provider will be able to upload the required documentation.

STEP 3:

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

STEP 4:

The booth supplier accesses the portal

https://sigevent.pro/rxmex/expositor/formularios/montador/?id_edicao=265&linguagem=es and uploads all the required documents for review by the organizing committee (see full requirements on pages 33 and 34 of this manual)

Considerations for the Operations Portal:

- ❖ If the assembly provider **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 assemblers, **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 assembler **are different.**



 [Access to the Operations Portal for Exhibitors: CLICK HERE.](#)

 If you have not received your access credentials, request support at  servicio.esm@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 will be 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 assembler must:

- Log in to 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 Tracking

- It is recommended that both the assembly company and the exhibitor **regularly** check the operations portal.
- It is essential to verify whether the booth is **approved** or **pending approval**.



DOCUMENT UPLOAD IN THE OPERATIONS PORTAL – CONDITIONS AND DEADLINES



Deadline to register the booth provider: **April 24, 2026** – Responsible: Exhibitor.

Deadline to upload documents: **May 1st 2026** – Responsible: Assembler.

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

- If the pre-approval of requirements in the operations portal is not obtained, no company will be allowed to enter for assembly, much less start the booth construction.
- The Organizing Committee **is not responsible** if an 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 projects must be validated by Centro Banamex).

These response times are valid only for exhibitors and assemblers who submitted within the established deadline. Exhibitors or assemblers who submit after the deadline will have to wait for the availability of the review team.

⚠ **ON-SITE REVIEW AND SAFETY CRITERIA**

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



During assembly, 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**, poses **safety risks**, or **does not comply with the established conditions**, the approval may be **temporarily revoked** until the necessary adjustments are made.

In these cases, the Committee may request:

- Structural modifications
- Additional reinforcements
- Contracting of support points.
- Installation of hanging elements using certified trusses
- Any other adjustment that ensures the safety of all attendees.

✦ **Important:** The safety of exhibitors, visitors, and operational staff is the priority. **Therefore, booth assemblies 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 assembler must carry out the necessary adjustments.

We reiterate that approval of the operations portal **does not exempt** compliance with on-site safety conditions. What is presented in plans or renders 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 have contracted:

- Booth design with **RX Solutions**
- Partition installation with the **Organizing Committee**

Do NOT need to upload documents, as RX coordinates the upload directly with the operations team.



✦ PROCESS FOR SUBMISSION AND VALIDATION OF STRUCTURAL CALCULATION SIGNED BY A RESPONSIBLE CONSTRUCTION DIRECTOR (D.R.O.)

All exhibitors required to submit a structural calculation signed by the **Responsible Construction Director (D.R.O.)** must consider the following:

1. Upload to the Operations Platform (Pre-Approval)

-The document must be uploaded to the operations platform **before the established deadline**.

-Once uploaded, it will first be reviewed by the **Organizing Committee** and then by **Centro Banamex (CB)** for final approval.

-This process can take up to **15 business days**, so it is **mandatory to upload it well in advance**.

-If uploaded late, **the Committee is not responsible for delays in CB's validation**.

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

Example: If it is uploaded 15 days before the event and CB rejects it, **booth assembly cannot begin**.

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

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

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

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

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

✅ Additional Recommendation



To ensure the safety of all involved, it is recommended that the **DRO visit the venue** to verify that construction is carried out according to the structural calculation.

Although **not mandatory**, this measure is **highly recommended** to ensure everyone's well-being.

BOOTH DESIGN AND CONSTRUCTION WITH RX SOLUTIONS

Want to simplify your assembly process and forget about paperwork?

RX Solutions, a specialized area within RX, offers booth design and construction services in both catalog format and customized solutions.

Advantages of Hiring RX Solutions:

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

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

Contact for Quotation

Alejandro Yarza

 Mobile: +52 55 3332 9461
 Office: +52 55 8852 6142
 Email: alejandro.yarza@rxglobal.com

Contact for Follow-Up After Hiring a Design with RX Solutions

Marcela Zentecatl

 Office: +52 55 8852 6017
 Email: marcela.zentecatl2@rxglobal.com

Participation with Booth Contracted Through RX Solutions – Organizing Committee



If the exhibitor hires 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 team 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 time and as agreed. **Delays in providing materials by the exhibitor may directly affect the production and assembly of the project.**

Additionally, hiring the service close to the event date may limit the possibility of including certain elements in the booth, 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 based on the contracting date. Neither RX Solutions nor the Organizing Committee will be responsible for any issues resulting from these delays.



Deadline to contract booths with RX Solutions: April 16 , 2026

Deadline to submit artwork (for booths already contracted with RX Solutions): **April 10, 2026.**

DELIVERY OF PROJECTS WITH RX AND COMPLEMENTARY ITEMS

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

Remote controls

Other technical accessories

Keys for furniture or showcases

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

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

CONTRACTING ADDITIONAL SERVICES – VENUE EXCLUSIVES



The following services must be contracted without exception **directly with Centro Banamex**, as they are **exclusive to the venue**. It is **strictly prohibited** to hire these services from external providers. If CB detects any contracting with an outside provider, the exhibitor/assembler may be fined.

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



ELECTRICITY, FOOD & BEVERAGES, INTERNET, RIGGING, CLEANING, DRAINAGE

👉 View costs and download the contracting form: [click here](#).

For questions about forms, prices, invoicing, or payments, contact Centro Banamex directly:

Centro Banamex Contact Information: 📧 Email: adicionales-CCB@ocesa.mx

☎ Phones: (+52) 55 5268 2054 - (+52) 55 5268 2051 - (+52) 55 5268 5869 - (+52) 55 5268 5827 - (+52) 55 5268 5884

🚫 External Food and Beverages

- Bringing food and beverages by the exhibitor or external companies (catering service) **is not allowed**.
- If the venue or the Committee detects external food or beverages, **a penalty will be applied** according to the prices established by Centro Banamex.
- For food and beverage tastings in exhibition halls and convention rooms, the regulatory measures are:

Beverages: servings or cups of a maximum of 3 ounces.

Food: portions no larger than 3 cm x 3 cm.

Food and/or beverage tastings at booths will only apply when the exhibitor's business is related to food and beverages and according to the measures above.

🕒 Advance Contracting

All **additional services** must be contracted **in advance** to guarantee availability and access preferential rates. **Contracting services during assembly involves significant risks:** the venue **may not deliver the service on time**, which can directly affect the exhibitor's or assembly company's operations.

⚠ **The Organizing Committee and the venue are not responsible** for issues resulting from late contracting or for the lack of timely delivery of services requested outside the established deadlines.



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 with the venue regarding the terms and conditions of the contracted services, as well as the delivery details on-site. **Please note that placement, installation, and service quality are the venue's responsibility.**

Note on Rigging Contracting: For the exhibitor or their assembler to contract rigging with CB, it is essential that **the render or project has been previously validated in the operations platform by the Committee.** Without this validation, **contracting cannot proceed**, as it is necessary to ensure that the design complies with the established technical and safety guidelines.



Internet Service (Wi-Fi)

The internet service within the venue is exclusive and operated directly by the venue's official provider. For security, compatibility, and network control reasons, **exhibitors, assemblers, 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 (CB). The Organizing Committee is not responsible for failures or incompatibilities resulting from unauthorized connections.

SHIPPING AND RECEIVING MERCHANDISE AND MATERIALS FOR EXHIBITION

Exhibitor's Responsibility

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

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



Packaging and Waste

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



Recommendations for Domestic and International Shipping

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

- Delivery delays due to incomplete paperwork
- Additional charges for handling, storage, or merchandise release

- Loss or damage of materials due to lack of proper follow-up.

We provide you with a suggestion, non-binding in nature, to support the service quotation.
NAIB

NAIB GRUPO

Ph: +525565810141

Email: Arturo.ortiz@naibgroup.com.mx

[NAIB Group | Acerca de Nosotros](#)

To ensure successful delivery:

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

WEAPONS EXHIBITION

It is strictly forbidden to use or carry any weapons, including fireworks, within the event.

The exhibition of any type of firearm, knife or weapon of any kind, including objects or toys that look like firearms, ammunition, knives or weapons, is not permitted without the prior written permission of Event Management. All exhibitions of weapons require compliance with the safety and security requirements set forth in this Exhibitor Manual, as updated in the sole discretion of Event Management.

For the avoidance of doubt, only replica or dummy firearms will be considered for exhibition. A "dummy" or "replica" weapon is inoperable and was never a working firearm. Deactivated firearms, CO2 and "air guns" are not allowed. Weapons that may contain ammunition of any kind (including, but not limited to, bullets, rubber bullets, or paintballs) are not permitted, nor are prohibited weapons, war materials or targets that feature or are shaped like people or human-like beings.

In the event of an exhibition of weapons, the exhibitor must take adequate security measures, in particular locked showcases and theft-proof securing using steel cables or other suitable fastenings, to ensure that unauthorized access or theft of weapons or weapon parts is impossible. Outside of the exhibition times, the exhibitor must either remove the weapons or lock them in such a way that they cannot be stolen (e.g., in weapon safes) or arrange for separate surveillance of their exhibition space at their own expense.

In addition, the exhibitor must strictly comply with all relevant legal provisions regarding the safekeeping of weapons. Sold weapons may not be given directly to the buyer. If the requirements mentioned here are disregarded, the organizer is entitled to take security measures or to close the stand at the expense of the exhibitor.

Make sure to provide the event organization with the following details in your exhibition **request at least 5 weeks before the event (April 24, 2026)** via email addressed to Customer Experience, to allow prior review:



- Details of the weapons to be exhibited

- Activation mechanisms
- Booth design
- Security and display measures

All decisions made by event management are final and not subject to appeal.

PRODUCT EXHIBITION – NON-FIREARM WEAPONS

The exhibition of products such as knives, blades, or others considered non-firearm weapons is subject to prior review and authorization by the Organizing Committee.



- If approved, the exhibitor will receive a formal letter specifying the exhibition conditions.
- All authorized products must be kept secure: locked display cases, security mechanisms, or under lock and key.
- The Organizing Committee will conduct an on-site inspection during the event to verify compliance.
- If any anomaly or non-compliance is detected, the Committee may request the immediate removal of the products and apply the corresponding sanctions.
- Under no circumstances may demonstrations or activities be conducted using the dummies.

PROHIBITED PRODUCTS FOR EXHIBITION



- It is not permitted to display products that contain flammable materials (such as butane gas cans) or high-pressure tanks containing gas, nitrogen, or oxygen. These must be depressurized and free of any residue inside.

- Demonstrations using flammable solvents are not permitted.

EXHIBITOR BADGE REGISTRATION

The number of badges is assigned according to the size of the booth, based on the following table.

Expo Seguridad México	
M ²	Badges
9 m ²	4 badges
18 m ²	6 badges
27 m ²	8 badges
36 m ²	12 badges
54 m ²	15 badges



54 m²+

18 badges

Note: Additional badges have a **cost of \$250 MXN**. If you require them, 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.

Important Recommendations

- Badges can be **edited, deleted, or transferred** to the platform as many times as needed, 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 (assembly, event days, or dismantling), it cannot be transferred or edited. This is because, upon entry, the system detects that the badge has already been scanned and will block access if it is reused 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 JOB TITLE.

Important: The data must be **unique and accurate**. 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 the registration **no later than May 15th, 2026**, so badges can be printed on time and properly distributed among the team.



- Badge printing will be available two weeks before the event.

- The main contact must log in to the HUB to print the corresponding badges and is also responsible for their correct distribution among the staff.
- Badges must be **printed from home or office**. At the venue, the badge holder and lanyard will be provided.
- Exhibitors may bring their own **personalized lanyard** if they wish; the committee understands that sometimes companies want to showcase their brand, and this is allowed. The badge holder can be attached to that lanyard.

Access and Restrictions

- The exhibitor badge grants access during **assembly, event days, and dismantling**.
- 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 previously, access will be blocked**.

What happens if you do not register or print your badges before the event?

- The platform will be available at all times, so you can register from your computer even while at the venue.
- **Only the main contact** has access to the Exhibitor Hub and can register badges.



If you are a provider 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 on time to avoid delays at entry. The exhibitor must manage these.

ON-SITE ASSISTANCE:

During **assembly, event days, and disassembly**, we will have a front desk available for exhibitors who need assistance with badges or other registration-related matters.

Location: Marble Registration C (Room C)

Service Hours:

- **Sunday, May 31:** 10:00 a.m. to 8:00 p.m.
- **Monday, June 1:** 10:00 a.m. to 8:00 p.m.
- **Tuesday, June 2:** 8:00 a.m. to 7:00 p.m.
- **Wednesday, June 3:** 9:00 a.m. to 6:00 p.m.
- **Thursday, June 4:** 8:00 a.m. to 5:00 p.m.

We're here to make your experience easier, feel free to reach out whenever you need!

INVITATION LETTER REQUEST FOR VISA PROCESS

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

Important:

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



How to request the 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 provided in the email.
2. Complete the required information in the system.
3. Download your 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.

BADGE REGISTRATION FOR ASSEMBLY AND DIS ASSEMBLY

During the assembly and disassembly phases, **only individuals wearing their assembly/disassembly badge will be allowed to enter the halls**. Without this badge, **access will not be permitted**—no exceptions. 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 the registration done?

Once the exhibiting company registers its assembly company in the **Operations Portal**, the assembly company's designated contact will receive login credentials to access the portal and register assembly/disassembly badges.

If you have already been registered as an assembly company and **have not yet received your access credentials for the operations portal**, you can write to: servicio.esm@rxglobal.com to request assistance and receive the corresponding information.

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

RESPONSIBILITY FOR ASSEMBLY BADGE REGISTRATION

Badge registration is the responsibility of the assembly company. The designated contact must:

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

Important recommendations

- Register your team **at least 5 days before** assembly begins.
- There is no limit on the number of badges.
- Badges must be printed at home or in the office.
- We recommend that the main contact print all badges and distribute them to workers before assembly to avoid delays on-site.
- This badge **does not grant access during event days.**
- It must be **always** worn inside the halls.
- Do not lose it.
- Each person must carry an **official ID** (INE, driver's license, or passport).
- A **photo** will be taken **upon first entry** during assembly.

Exhibitors – Access During Assembly and Disassembly

If you are an exhibitor, you can enter with your **exhibitor badge**, which grants access during assembly, event days, and disassembly.

However, if you are part of the exhibiting company and will **only attend during assembly** for specific activities (arrangement, product installation, audio/video), you **must register for an assembly/disassembly 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 EXHIBITOR HUB.	Assembly, event, and disassembly	Personal and non-transferable. There is a badge limit based on the contracted space.
Assembly and Disassembly	Registration in the Operations Portal by the setup company's designated contact	Assembly and disassembly only	No badge limit.
Visitor	Free online registration on the event website.	During event hours only.	Each visitor must register individually.

- ❖ Some exhibitors may want 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 the exhibiting company's team members who will be attending the booth during event days.** [Access free visitor registration by clicking here.](#)

Important: The exhibitor badge must not be used to grant access to individuals outside the exhibitor's team. To ensure proper access control and event security, each badge type serves a specific purpose.

- ❖ Some exhibitors rely on support from **setup companies or other suppliers** during event days to perform tasks such as cleaning, product arrangement, etc. In these cases, it is recommended that the exhibitor **request an exhibitor badge** for the setup company staff who will be providing support during the event. This will allow them to enter the venue during the exclusive **exhibitor access hours**, which start 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 for those who will be present at the event.

ASSEMBLY AND DISASSEMBLY WEBINAR

For more details about access logistics and general event logistics, we invite you to join the **Assembly and Disassembly Webinar**:

 Tuesday, April 21, 2026

 *It is important that all individuals responsible for your company's assembly and disassembly attend.*

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



EXHIBITOR TRAINEE WEBINAR

For more details about access logistics and general event logistics, we invite you to join the **Assembly and Disassembly Webinar**:

 Tuesday, April 21, 2026

 *It is important that all individuals responsible for your company's assembly and disassembly attend.*

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



VEHICLES AND/OR HEAVY MACHINERY EXHIBITIONS



If you wish to bring vehicles or heavy machinery as part of your exhibit, you must send the **technical sheet with dimensions and weight** to the Organizing Committee **before May 1st, 2026** for review and approval.

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 access.**

Mandatory requirements for entry:

- The vehicle or machinery must enter with wrapped tires and the fuel tank at a minimum level.
- If forklift maneuvering is required, it must be contracted through the official event supplier or use your own (exhibitor or setup company), with **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. Entry and display activities must **not affect third parties**.
4. Floor **resistance varies depending on the booth location**; therefore, it is essential to validate if entry is possible.
5. Equipment of **considerable height** must be evaluated and approved on a case-by-case basis by the Organizing Committee.
6. All display vehicles must be in **good condition**, enter with **minimal fuel and wrapped tires**—no exceptions.
7. Must not **leak hydraulic fluids**.
8. Must **not emit smoke, gas, or extract fuel**.

In case of damage to the venue:

If any damage is caused to the facilities, the exhibitor must cover the corresponding cost. Otherwise, **the unit will not be allowed to exit**. If the unit leaves 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:

or display vehicles, it is essential to share with the Organizing Committee:

Vehicle license plates

Name and mobile phone number of the person responsible for the maneuvers



ASSEMBLY

SUPPORT DURING ASSEMBLY, EVENT, AND DISASSEMBLY

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



- Assembly: 08:00 AM – 9:00 PM
- Event: 08:00 AM – 7:00 PM
- Disassembly: 08:00 AM – 8:00 PM

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

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

Direct contact:

Outside these hours, you can reach your Customer Experience representative via mobile for any urgent situation.

REQUIREMENTS TO ACCESS THE ASSEMBLY AREA

To enter the venue during the assembly period, it is essential to meet the following requirements:

1. Full payment of the contracted space

100% of the payment must be settled before assembly begins to avoid delays in access. No proof of payment is required, as RX's finance team 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 show "**approved**" status":

- **Civil liability insurance policy**
- **Project** (including render and structural engineer approval, if applicable)

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



3. Mandatory badge

Each person must wear the corresponding badge:

- **Assembly/disassembly badge**
- **Or exhibitor badge** (also valid for assembly and disassembly)

4. Personal Protective Equipment (PPE)

All personnel entering the assembly area must wear basic PPE without exception. The requirement applies regardless of the duration of stay or the activity being performed.

TRAFFIC CONTINGENCIES DURING ASSEMBLY, EVENT, AND DISASSEMBLY

During assembly, exhibition, and disassembly 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 unrelated to event 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 these are beyond the Committee's responsibility.

ON-SITE PAYMENTS DURING ASSEMBLY, EVENT, AND DISASSEMBLY

To ensure security and transparency for 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 suppliers' service desk
3. Venue offices



Payments to unauthorized individuals or unidentified people, including security staff, setup personnel, or third parties requesting money to expedite access, use loading docks, or any other service—are strictly prohibited.

Recommendation:

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



SECURITY 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 aisles.**

2. **If the design or materials of your stand require it, you must have fire extinguishers available.**

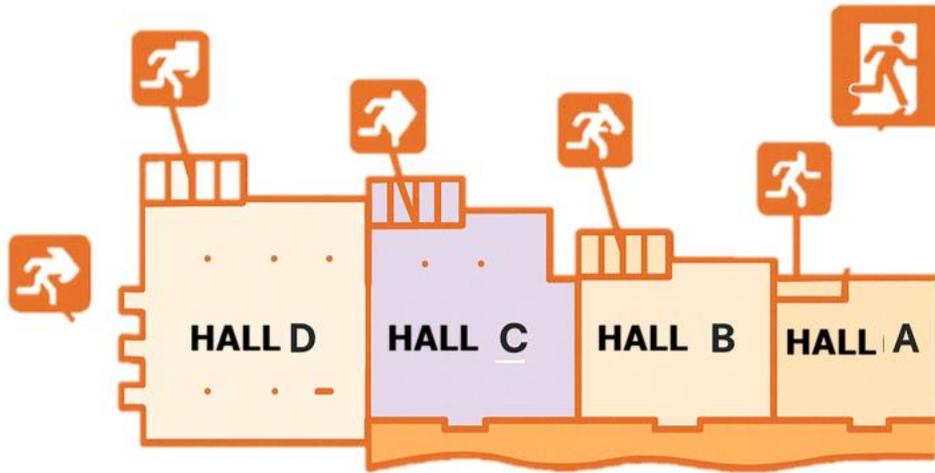
Additionally, during the assembly and disassembly phases, the Organizing Committee and the venue may conduct emergency drills as part of their civil protection protocols.

 **We kindly request the active cooperation of all involved (exhibitors, setup teams, suppliers, 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 venue's emergency exits. In case of any incident, follow the signs and proceed to the nearest exit.



PERSONAL PROTECTIVE EQUIPMENT (PPE)

During assembly days, all individuals entering the exhibition area—exhibitors, assembly teams, designers, suppliers, cleaning staff, etc.—must wear basic **Personal Protective Equipment (PPE) without exception. This requirement applies regardless of the time spent in the halls or the activity being performed.**

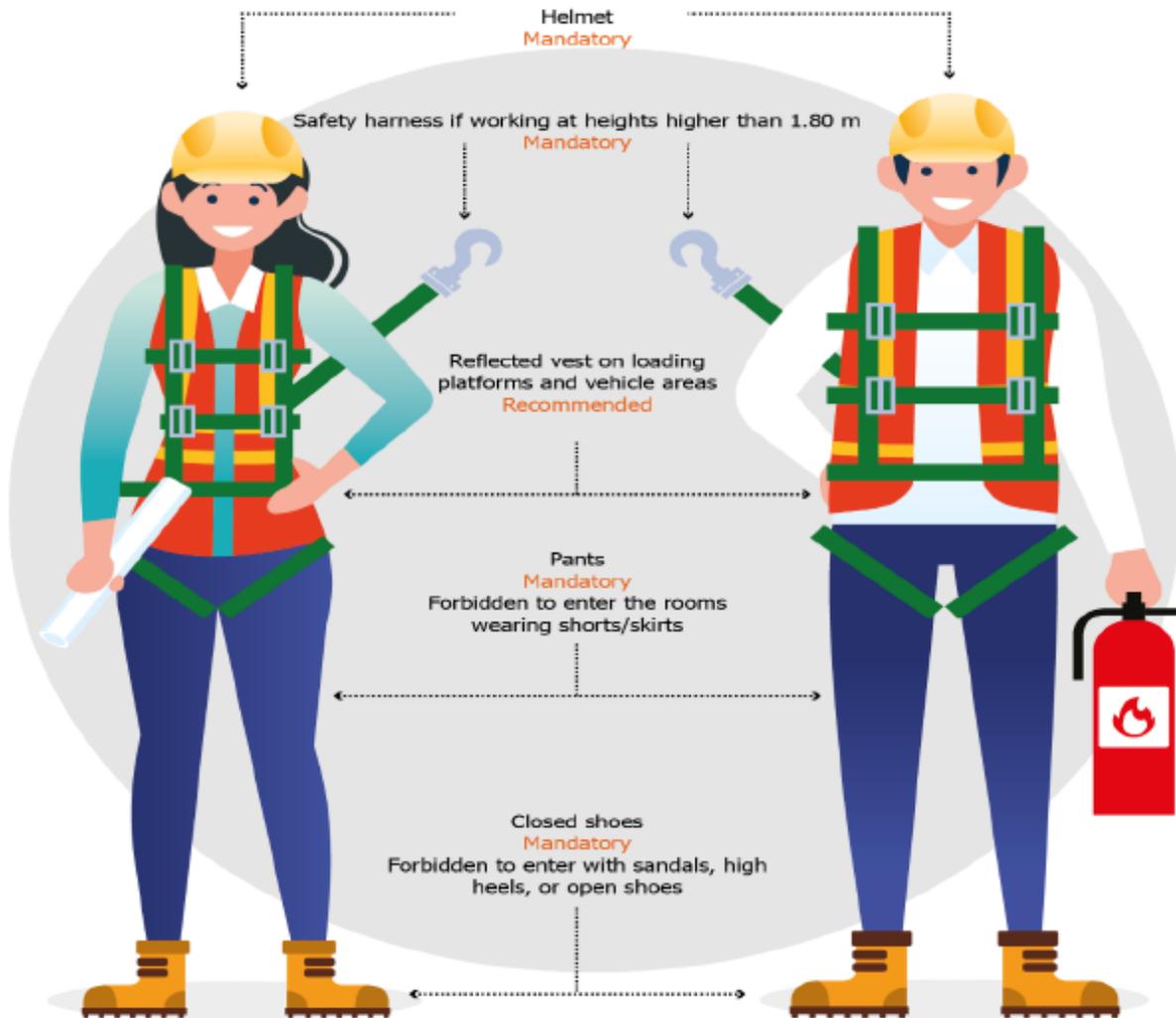
Basic PPE includes:

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

Important:

- **It is not permitted to remove the safety helmet 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, the **immediate removal** of the person or team involved may be requested.

Mandatory use during assembly and disassembly:



SAFETY  **SHOWS**

Medical Assistance

The Organizing Committee and the venue provide first aid services for minor incidents. However, if a major accident occurs that requires specialized medical attention (ambulance, hospitalization, etc.), the costs will be borne by the exhibitor or setup company.

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 allowed without PPE**, even if the person is registered and has a badge.

ASSEMBLY SCHEDULE

Access for setup will be available to all exhibitors on Saturday, May 30, 2026, starting at 08:00 hours, according to the booth dimensions:

ESM 2026 SETUP SCHEDULE		
BOOTH SIZE	SETUP DAYS	NOTES
54 m ² contracted and above, and booths located in the concourse	Saturday, May 30 – 08:00 to 22:00 h Sunday, May 31 – 08:00 to 22:00 h Monday, June 1 – 08:00 to 22:00 h	No overnight setup.
9 m ² to 53 m ² contracted	Saturday, May 30 – 14:00 to 22:00 h Sunday, May 31 – 08:00 to 22:00 h Monday, June 1 – 08:00 to 22:00 h	No overnight setup.
Booths with institutional or customized setup with RX SOLUTIONS	Plus panel booths (MAMPARA PLUS): Sunday, May 31 after 18:00 h Custom and premium booths: Monday, June 1 – 16:00 to 18:00 h	Managed by RX. Prior validation with the team required.
Exhibit vehicle entry (subject to prior authorization)	Schedule: To be confirmed according to vehicle size and construction plan.	Required documentation must be submitted in advance for approval and confirmation of entry time.

IMPORTANT POINTS ABOUT ASSEMBLY

- **Evacuation deadline:** All halls must be completely cleared each night by **10:00 PM**, without exception.
- **Night assembly (only on Sunday May 31, 2026)**

Companies requiring additional nighttime assembly hours may contract them **only on May 31**.

Payment for extra hours must be made **directly with the venue**. Costs will be communicated during the **assembly/disassembly webinar**.

-Request for additional hours:

The exhibitor or setup company requiring extra nighttime assembly hours must notify CAEX (Exhibitor Service Center) **before 6:00 PM on May 31, 2026** to receive authorization.



Important:

On June 1st, additional nighttime assembly hours will not be allowed. It is recommended to plan assembly times in advance.



Assembly ends without exception on Monday, June 1st at 10:00 PM.

⚠ SAFETY CONDITIONS AND PENALTIES

If a booth is unfinished and poses 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 it to open to the public**.

If a booth is unfinished and negatively impacts the **event's image**, the Organizing Committee will apply a **penalty for poor presentation**.

The Organizing Committee will verify that **all projects and constructions comply with safety standards**. Any structure that poses a risk will be intervened.

If by **June 1st at 10:00 PM** a construction is unfinished and endangers safety:

- ❖ The Committee **will not allow the booth to open**.
- ❖ **Perimeter walls** will be installed to prevent accidents and protect the event's image.
- ❖ **All costs 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.

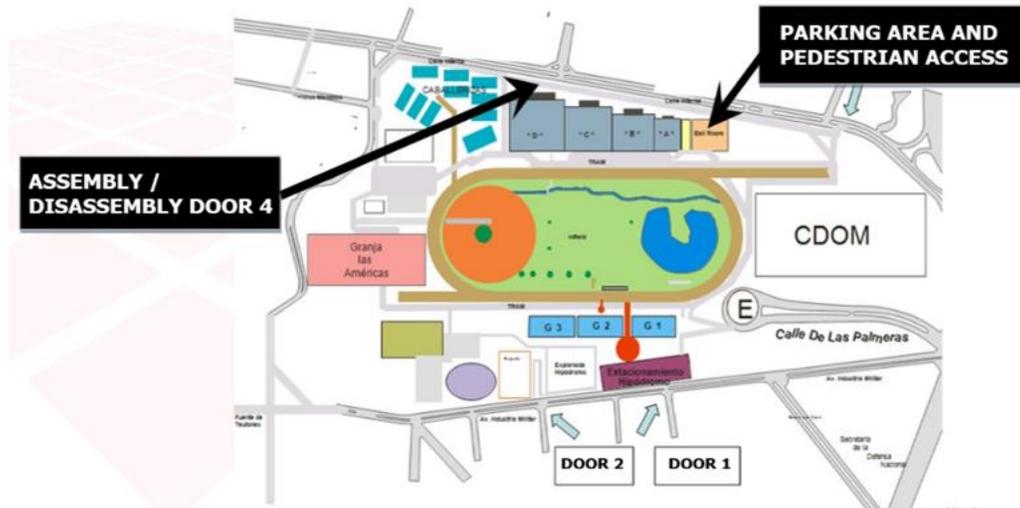
ACCESS ROUTE FOR ASSEMBLY / LOADING DOCKS (UNLOADING STANDS AND PRODUCTS)

DOOR 4 – EXCLUSIVE ACCESS TO LOADING DOCKS

This access is intended **exclusively for exhibitors and setup companies needing to unload** large materials such as booth structures, equipment, products, tools, etc.

Entry to the loading docks is **subject to available capacity**, so planning and arriving early is recommended.

PARKING AND PEDESTRIAN ENTRANCE



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



The entry of vehicles into the venue and the assignment of loading docks will be carried out according to availability at the time of arrival.

ENTRY THROUGH DOOR 4: ACCESS CONTROL AND MANDATORY TICKETS

To ensure an organized and safe assembly process, **all vehicles requiring unloading at the docks must enter through Door 4**, without exception. This step is essential to obtain the control tickets, which are required to access the loading docks.

Upon entering through Door 4, **two tickets** will be issued and must be kept in good condition throughout the operation:

Time Control Ticket (issued by CB)

- Records the **start time of unloading**.
- Required to **calculate the time used at the docks**.
- This ticket is used to **process the corresponding payment** for dock time.



Dock Access Ticket (issued by the Organizing Committee)

- Grants **access to the loading docks**.

- Used to track the **entry and exit times** of each vehicle.
- Without this ticket, **access to the loading docks will not be allowed**, even if the vehicle attempts to enter directly.

● **Important:** Vehicles attempting to enter the loading docks without passing through Door 4 **will not be authorized**. This procedure is mandatory for all vehicles wishing to unload materials in the dock area.

LOADING AND UNLOADING AT DOCKS

The use of loading docks is exclusively for **loading and unloading booth structures**, equipment, and products. To maintain operational flow, it is essential to follow these rules.

General Rules:



- **Parking or leaving vehicles unattended at the docks is strictly prohibited.**
- In case of non-compliance, the vehicle will be removed.
- **Maximum stay time will be assigned according to the type and size of the vehicle.** Refer to the corresponding time and fee table.
- **Only one vehicle per company is allowed.**
- **If the assigned time is exceeded**, a financial penalty will be applied to the driver or vehicle's responsible party, corresponding to the additional time used.

Time and Fee Table:

Vehicle Type	Courtesy Time	Rate per Hour (MXN)
Cars and vans under 3.5 tons	30 min.	\$ 200.00*
Over 3.5 tons	1 h	\$ 200.00*
Medium truck (Rabón) and Torton trucks	1 h 30 min.	\$ 260.00*

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

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

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

✔️ **OPTION 1: Exit the dock area and rejoin the line**

1. **Remove the vehicle from the dock** once your assigned time has expired to allow access for other vehicles.
2. **Rejoin the line at Door 4** with the same vehicle to obtain a new unloading turn.

This option may involve additional waiting times, and access will be subject to dock space availability.

✔ **OPTION 2: Remain at the dock by paying for additional time**

If you prefer not to remove the vehicle, you can **pay for extra time** to continue unloading without leaving the dock area. Payment must be made at the corresponding CB module.

LOADING AND UNLOADING MANEUVERS

- All receipt of products, assembly materials, and/or merchandise must be carried out **only during the authorized periods for assembly, event, and dis assembly.**
- Vehicle access to event areas is **only permitted for loading or unloading purposes.** Entry for parking or prolonged stay is not allowed.
- **Vehicle access inside the halls** during assembly, event, and dis assembly is **prohibited.** Only vehicles that are part of the exhibit equipment **may enter during event days, and prior written authorization is required.**
- **Loading and unloading maneuvers are not allowed 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 Centro Banamex.
- The maximum time allowed for loading and unloading maneuvers within the maneuvering yard will be assigned **according to the penalties table.** If this time is exceeded, a **financial penalty** will be applied to the driver or vehicle owner, according to the current rate schedule. The penalty is generated at **the exit booth,** where the corresponding payment must be made.
- Once the vehicle has been unloaded, **it must leave the maneuvering yard immediately,** freeing the dock for other maneuvers.
- The dock area **is not a parking lot or storage zone.** Its use is strictly limited to loading and unloading maneuvers.
- The **maximum speed allowed** within the maneuvering yard is 10 km/h.
- The organizing committee **is not responsible for lost items** left inside vehicles, nor for damage caused by third parties, mechanical failures, or theft of parts or accessories.

RULES DURING ASSEMBLY

Para garantizar un montaje seguro, ordenado y respetuoso con el recinto, es obligatorio cumplir con las siguientes reglas:

Personal Safety

- **Use scaffolding** for any construction exceeding **3 meters in height.**
- **Always Wear your personal protective equipment (PPE):** helmet, closed-toe shoes, and long pants.

- **Smoking and consumption of alcoholic beverages are not permitted** inside the venue during setup.
- **Entry of minors during assembly is strictly prohibited** for safety reasons.
- **Working on the top step of stepladders is not allowed.**
- **Do not stack boxes, ladders on scaffolding, or place buckets on ladders to perform work at height.**

Permitted Activities

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

Use of Tools

- **Use tools correctly and responsibly.** Playing with, mishandling, or using tools without proper training is prohibited.

Order and Cleanliness

- Trash must be disposed of in the **containers located at the loading docks.**
- **Leaving construction materials and/or wood behind is prohibited**, as these are not considered trash. The builder must take them away.
- **Do not leave trash in aisles or neighboring booths** at the end of the day.
- Every day, at the end of assembly hours, **aisles must be cleared.**
- Failure to comply will result in a **cleaning fee.**
- Sanding and dust control: For patching work, to avoid excessive dust generation, sanders must have a dust collection system, either a receptacle or capture bag.

Structural Safety

- Structures supporting a **second level** must rest directly on the venue's solid floor, not on platforms.
- The committee will validate assembly on-site. If this rule is not met, **construction will be suspended.**

Circulation and Evacuation

- **Keep aisles marked as evacuation routes always clear.**

Supervision and Penalties

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



WORK OUTSIDE THE BOOTH AREA

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

- **Cover the venue floor or always carpet to prevent damage.**
- **Maintain protection throughout the activity** without exceptions.
- **Responsibility for damage:** Any damage to the floor, carpet, or other areas will be covered by the **booth 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, builders, and the Organizing Committee.



◆ Identification:

You can easily identify them on the exhibition floor, as they wear an orange T-shirt.



The role of Floor Managers is to enforce the rules for the common good, safety, and event logistics. 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 builders are asked to maintain a professional attitude and openness to dialogue with them.

🚩 Did you have an issue 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 refer it to the appropriate area for follow-up and resolution.

🧹 CLEANING

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

◆ Stand Cleaning Service

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

- Hire the service directly with the venue, **Centro Banamex**.
- 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 booth construction are not considered common trash.** These must be removed by the exhibitor or builder **before the event begins**.
- If the Committee detects non-compliance with this rule, the cleaning **costs will be charged to the responsible exhibitor or builder**.

In some cases, exhibitors finish the assembly ahead of schedule and leave their booth clean and ready. However, other exhibitors may still be assembling, which can generate dust and dirt in booths that are already completed.

For this reason, it is recommended to:

- Bring basic cleaning supplies to keep the booth in optimal condition.
- Hire the cleaning service from the official provider if you want to ensure professional cleaning before the event begins.



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

Important: Booth Inspection and Handover



Before the event opens, **the exhibitor must inspect and accept the completed booth, and the builder 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 event begins, and access for builders during exhibition days is restricted for safety and operational reasons.

Recommendation:

Perform the final inspection with your builder **before assembly closes** to ensure everything meets the contracted and approved specifications.

EVENT

VENUE – CB CENTRO BANAMEX

 **Venue Address**
Centro Citibanamex
Avenida del Conscripto 311,
Colonia Lomas de Sotelo,
Mexico City, CDMX, ZIP 11200
Phone: +52 55 5268 2000
www.centrocitibanamex.com



EVENT SCHEDULE

VISITORS / EVENT HOURS

June 2–4, 2026 / **11:00 a.m. – 7:00 p.m.**

EXHIBITORS / EVENT HOURS

June 2–4, 2026 / **9:00 a.m. – 7:00 p.m.**

📍 Access During Event Days

To enter the hall during event days, you must **wear your exhibitor badge**. **Without a badge, entry will not be allowed** under any circumstances.

📦 Product Restocking

On June 2, 3, 4 exhibitors may enter to restock products from **8:00 AM to 10:00 AM**, provided they wear their exhibitor badge.

This access is strictly limited to:

- Product arrangement - • Booth cleaning - • Internal team meetings

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

👤 Booth Presence:



Exhibitors must remain at their booth during the entire official event hours.

Leaving the booth or departing before the event ends is not permitted.

It is essential that exhibitors organize their flight, lodging, and transportation logistics considering these schedules.

🚚 Product Removal

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

⚠️ Important

The Organizing Committee **is not responsible** for missed flights, transfers, or personal commitments resulting from the inability to leave the venue before the official closing time.

As a commitment to visitors, all exhibitors must remain at their booth until the official event closing. 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 product removal schedules**, even if the exhibitor argues they need to leave early. All dismantling activities must be carried out **only during authorized hours**.

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

🔊 SOUND LEVELS – PERMITTED DECIBELS

Sound levels for any activity or presentation within the booth **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 85 decibels (85 dB)**.
- RX reserves the right to **interrupt any sound activity** that causes discomfort, 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

NEW In addition to sound generated by equipment, exhibitors are asked to **avoid activities that encourage visitors to shout or create 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 environment of their booth** 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. For this reason, **no type of sound that negatively affects the experience of other exhibitors or visitors will be allowed**.

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 not negotiable and aim 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. Failure to comply with these policies may result in sanctions or fines.



Respect your neighbors' space:

- Do not invade the area contracted by adjacent brands.
- Keep your demonstrations within your stand. If they generate crowds that block aisles or affect other exhibitors, you must adjust your activity.
- Rent the appropriate space for your activities. We understand that some dynamics may attract 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 be directed within the contracted space.

Visibility and Physical Limits:

- Do not place elements that block the visibility of neighboring booths.

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

Activations and Dynamics:

- Mascots must remain within the contracted area. They cannot walk through aisles or other event zones.
- Sound levels must remain below **85 decibels at 3 meters from the source**, directed toward the inside of the booth. If you need higher volume, consider building a soundproof room.
- Throwing promotional items (cups, tumblers, keychains, etc.) into aisles or toward visitors is strictly prohibited.

Flow and Access:

- Do not carry out activities that block aisles, redirect traffic, or hinder access to other booths. This includes demonstrations, material distribution, forming lines, or any dynamic outside the contracted area.

INFLATABLES AND MASCOTS



1. If using **inflatables** as part of the booth design or activation, the exhibitor or builder 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 requested by the venue or the Organizing Committee to ensure safety on the 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 booth space**. Mascots are not allowed to walk through aisles, even if it is to go to the restroom, take a break, or perform any other activity outside the booth. This measure aims **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 payment process is completed.
 - 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 case of repeated non-compliance.



To avoid setbacks, we recommend training all personnel involved in the assembly, operation, and booth management on these rules and their possible consequences. This will contribute to the booth's performance, exhibitor coexistence, and 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 May 1, 2026. Failure to do so will result in the activity not being allowed during the event.

What should you do?

1. Send your request by email to your Customer Experience contact before May 1st, 2026, including:
 - Detailed description of the demonstration.
 - Technical 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 approved, you will receive confirmation by email.



Safety Considerations:

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

In demonstrations that do not generate particles or sparks (such as lasers, presses, drills), you must:

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

Demonstrations with flying particles or sparks must be carried out in closed booths with translucent walls and/or acrylic panels. It is mandatory to submit:

- Technical details of the demonstration.
- Render of the space with dimensions and thickness of protective materials.
- Demonstrations are not allowed on the second floor of booths.

Products related to **sport hunting, extreme sports, or pellet rifles are not allowed 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 non-appealable.**

Even if a demonstration was previously authorized, the Organizing Committee may **suspend it on-site** if it detects risks not considered during the initial review. The safety of attendees and exhibitors is a priority. The exhibitor must comply with the suspension or make the adjustments indicated by the Committee so that the activity can be carried out safely.



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 May 1st, 2026.

What should you do?

1. Send your request by email to your Customer Experience contact before May 1st, including:
 - Detailed description of the activity.
 - Booth render clearly indicating the area where it 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 approved, 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 aisles.
 - Blocking aisles with displays or products.
 - Displaying animals or shooting simulations.
- Unauthorized activities will be suspended immediately.
- The use of sound equipment or sirens is limited to 85 decibels measured at 3 meters from the source, directed toward the interior of the booth.



- Even if an activity was previously authorized, the Organizing Committee may suspend it on-site if it poses a risk to attendees or exhibitors.

X GAMES OF CHANCE: ACTIVITIES NOT PERMITTED IN THE VENUE



According to the **Operations Regulations of Centro Banamex**, **games of chance** are strictly prohibited inside the venue unless a special permit is processed with CB, and you must have the relevant permits from SEGOB.

What is considered a game of chance?

These are activities whose outcome depends mainly on **luck** and not on the **participant's skill**. In general, they involve some type of bet or prize conditioned by **chance**.

Examples of prohibited games of chance:

- **Roulette** (physical or digital)
- **Slot machines**
- **Card games with bets** (poker, blackjack, 21)
- **Unauthorized lotteries or raffles**
- **Bingo with cash prizes**
- **Sports betting or predictions involving money**
- **Scratch-off tickets or "scratch and win" with monetary prizes**
- **Online games with bets from the booth**

These activities are prohibited by the venue. Their implementation 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 suspended immediately, and the committee will not be responsible for any consequences this may cause to the exhibitor's logistics and participation in the event.

SKILL-BASED GAMES PERMITTED

Dynamics where the outcome depends on the visitor's skill, speed, or knowledge are allowed, without bets or cash prizes.

Examples:

- Product or service trivia
- Physical challenges (shooting hoops, assembling, running)
- Digital games without chance
- Simulators or augmented reality
- Activations with promotional prizes

Skill-based games do not require a special permit, provided that:

- **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 67 of the manual.

Raffles and Games of Chance: Legal Requirements

According to the **Ley Federal de Juegos y Sorteos**, any activity considered a raffle or lottery must have prior authorization from the **Secretaría de Gobernación (SEGOB)**. This applies even if the raffle is held 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 means of dissemination.

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

Final Note: For this reason, **we recommend avoiding the use of terms such as “raffle” or “contest”** or any reference to games of chance in your event communications. Instead, use words like “dynamic” or “activity,” which do not imply a legal commitment or require a permit from SEGOB.

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

1. Notification and approval by the committee – Deadline: May 1st, 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.



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 such activity.

3. Safety conditions

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

4. Visible notice to the visitor

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

5. Restrictions

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

Sample format download

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

 [Download the sample format](#)

MUSICAL AND DANCE EVENTS



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 **May 1st, 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 entering for the activity.

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

- It does not interfere with official event activities (conferences, workshops, etc.)
- It does not cause inconvenience, crowding, or complaints from neighboring exhibitors
- It remains within the contracted space
- It respects the maximum limit of **85 decibels**
- 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 maintain the business atmosphere. However, the Organizing Committee may evaluate **special cases** that justify a different schedule, provided that the established conditions are met and the event operation is not affected.

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

Lack of knowledge of this rule does not exempt compliance. It is the exhibitor's responsibility to know and respect the event rules.

HIRING 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 **May 1st, 2026**, as Centro Banamex 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 **Centro Citibanamex Operations Regulations**.
- **If this requirement is not met, the presentation will not be allowed within the event.**



SALE OF PRODUCTS DURING THE EVENT

This is a **B2B (Business to Business)** event; therefore, **direct product sales during the event are not allowed**.

Participation is focused on building business relationships, not on transactions with the end consumer.

PERMITTED DISPLAY: NEW, ORIGINAL, AND AUTHORIZED PRODUCTS AVOID PENALTIES AND PROTECT YOUR BRAND

At the EVENT, **only new, original, and legally authorized** products may be displayed, manufactured by the EXHIBITOR or by companies they exclusively represent, either under their own brand or with express authorization from the rights holders of the respective brands.

The exhibition of products is strictly prohibited, that are:

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

Responsibility for the legality, authenticity, and origin of the displayed 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 violate these provisions.

If products that violate these rules are detected, the Organizing Committee reserves the right to **remove such products from the exhibition without prior notice**, without any compensation to the exhibitor, and may take 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 venue's maximum permitted height of **7 meters from floor level**.

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

Prohibition of Elevation with Personnel

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

CANINE EXHIBITION

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 possess 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 a civil liability insurance policy that covers potential damages to third parties during their participation in the event.

Supervision and Handling of the Canine

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

The exhibitor must coordinate with the organizer to designate an outdoor area where the canine may relieve itself, ensuring immediate cleaning and waste disposal.

RESPONSIBLE USE OF BEACONS / ALARMS

In addition to the mandatory compliance with the maximum decibel levels established by the venue, the following requirement is added:

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

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

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

DIGITAL TOOLS TO GENERATE 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 easily and in an organized way. Below, you will find three solutions that will allow you to attract more people to your booth, register their data, 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 visitors registered at the event. 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 the area of your contracted booth**. Scanning in aisles, common areas, or another exhibitor's booth is not allowed.

Does your contract include Lead Manager?

Check your contract to confirm if this product is included. If you have any doubts, 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 works 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 to install and log in for the first time.

Does it work without internet?

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

How do I download the leads?

- You can view and download leads in real time, by day, 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 time, the data will be deleted and cannot be recovered.



Recommendation: Download your leads as soon as the event ends. **It's vital for timely follow-up and closing business opportunities!**

Need help using it?

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

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

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

👉 [How to download and use the LEAD MANAGER 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 what interests them.

What type of offers can be published??

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

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. **Steps to redeem:** clear instructions, with the option to include links

Important:

- Offers must be uploaded before the event to be included in the pre-event campaign.
- Once published and approved, it cannot be edited.
- If you purchase 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.

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 recorded in your Exhibitor Dashboard.

What should you do?

- The event organizing committee will provide your Colleqt QR code at the start of the event.
- Place it in a visible spot 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 **safety reasons and to protect image rights**, the use of drones inside the exhibition hall is prohibited.

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

DRESS CODE

Suggested attire for event staff and participants

As part of a professional event, we recommend that all participants, including exhibitors, their collaborators, and contractors—choose clothing that reflects the business environment we are in. 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 and comfortable shoes suitable for long days.



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

- Excessively revealing clothing.
- Garments with offensive or inappropriate messages.
- Flip-flops or beach sandals.
- Sleeveless, low-cut, or tank-style shirts.
- Backless dresses or dresses 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 for everyone, where each participant feels comfortable and represents, while maintaining the corporate nature of the event.

PARKING FOR EXHIBITORS

To make the corresponding payment for parking use, please present your exhibitor badge at the payment modules located inside the exhibition floor at the back of each hall, next to the restrooms and food area of Centro Banamex.

Concept	Rate (MXN)
Exhibitor Pass 1 day	\$144.00*
Exhibitor Pass (daily package)	\$120.00 (starting from two days) *
Exhibitor Pass (two-day package)	\$240.00*
Exhibitor Pass (three-day package)	\$360.00*

Important:

Parking prices are set directly by the venue (Centro Banamex) and are subject to change without prior notice. RX has no influence over the operation or rates of the parking service.

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

TAKE CARE OF YOUR BELONGINGS AND YOUR SAFETY DURING THE EVENT

The security of the event's common areas is managed by the Organizing Committee and the venue. However, **the spaces contracted by each exhibitor (booths) are the sole responsibility of each exhibitor**, including their personal belongings, display materials, and equipment.

Neither RX nor the venue is responsible for theft or loss of personal items or booth 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 in storage areas built within the booth.
- If you have valuable items, take them with you at the end of each day or store them properly.
- If you have valuable items, take them with you at the end of each day or store them properly.

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 secure at your hotel, preferably in safety deposit boxes. Likewise, **do not leave luggage unattended at your booth or in common areas**, as it may pose a security risk and will not be monitored by event staff.



If you require exclusive security personnel for your booth, you can hire them through the event's official provider.

If you have your own provider, you must request prior authorization and accreditation from the Organizing Committee. To do so, contact your Customer Experience representative.

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; therefore, neither RX nor the venue is responsible for any damage resulting from this service. We suggest that these locks be provided by the exhibiting company itself.



The venue has security cameras in certain areas, though not in all spaces. The management of images and any related procedures is exclusively regulated by the venue according to its internal policies. If you require access to the cameras, the exhibitor or contractor must submit the request directly to the venue and comply with its requirements.

If you are an international exhibitor and need 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 allowed to enter the event**, including babies, children, and teenagers, at any time and under any circumstances.

A minor is considered 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 activity.



Minors may not participate or interact with the event in any way, even if they have authorization from their parents or legal guardians. 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 the participation contract 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 permitted under any circumstances.

X | DISSASSEMBLY

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

- **1.- Removal of products, display items, promotional materials, furniture.**
- **2.- Disassembly of the booth structure (system or special construction).**

GENERAL DISSASSEMBLY SCHEDULE:

PHASE	DATE	TIME	IMPORTANT NOTES
Event ends	June 4, 2026	07:00 p. m.	
Visitor exit	June 4, 2026	7:01 pm - 8:00 pm	Visitors exit and carpet removal,
Product/furniture removal	June 4, 2026	8:00 p.m. – 9:30 p.m.	Only product removal is allowed through emergency dock exit.
Booth disassembly	June 4, 2026	9:30 p.m- 6:00 a.m (June 5)	Dock doors open to begin booth disassembly

The established times are a reference for starting the disassembly process, but adjustments may occur due to factors such as:

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

Please note that access and exit are carried out according to the venue’s logistics and security. Your patience and cooperation are key to speeding up the process.

MAXIMUM DISASSEMBLY TIME BASED ON BOOTH SIZE

Booth Size	Deadline for Disassembly
Less than 36 sqm	2:00 a.m. on June 5
More than 36 sqm	6:00 a.m. on June 5

Important Rule:

- Disassembly **must begin at 9:30 p.m.** It is not allowed to wait until early morning to start.
- Delays in starting may prevent meeting the deadline.
- **For every hour of delay in starting disassembly, the Committee may apply a penalty if the booth is not completely removed within the established time.**



KEY POINTS FOR DISASSEMBLY:

Exhibitor Responsibilities

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



Compliance with Schedules

- **It is mandatory to start disassembly at the beginning of the established time (10:00 p.m.).**
- Arriving in the last hours of the period is not allowed, as this affects overall operations.
- The booth must be removed within the indicated time according to its size:
 - Less than 36 m² → until 2:00 a.m.
 - More than 36 m² → until 4:00 a.m.
- **It is strictly prohibited to start activities before 10:00 p.m.**
- Product removal cannot be carried out during the event.

Consequences for Non-Compliance

- If the booth is not removed within the indicated time, costs will be charged to the exhibitor for:
 - Additional floor usage
 - Debris removal

- Extraordinary services required
- The Organizing Committee is not responsible for losses, damage, or missing items if the exhibitor or assembly company does not arrive on time.
- **For every hour of delay in starting disassembly, the Committee may apply a penalty if the booth is not completely removed within the established time.**

Cleaning and Removal of Materials

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

1. REMOVAL OF PRODUCTS OR DISPLAY ITEMS

Product removal is divided into two modalities, depending on the type of item and how it is transported:

Manual Removal (without loading equipment)

Authorized schedule:

 Thursday, June 4, 2026, from 8:00 PM to 9:30 PM.

Description:

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



Access points enabled for manual removal:

- Emergency exits located in the loading dock area (pedestrian exit only). Curtains will NOT be opened.
- Regular venue exits connecting to: escalators, elevators, pedestrian access to the street or general parking. **The maximum height of vehicles that can access the parking area is 2.10 m**
-

Important:

- The use of carts, wheeled suitcases, or any type of platform is not allowed.
- The only badge with access at this time is the exhibitor badge.

Removal with Equipment (hand trucks, carts, gondolas)

Authorized schedule:

 Thursday, June 4, 2026, starting at 9:30 PM

Description:

This time is designated for removing products or display items that, due to their weight or size, require the use of loading equipment (hand trucks, gondolas, etc.).



Steps for removal:

1. Vehicle entry

Gate 4

A slip will be provided; it is important to clearly indicate the activity you will perform: product removal.

○ **Emergency door in the loading dock area; curtains will remain closed during this period.**

○ **Dock** assignment will be provided once the exhibitor confirms that the products are ready for loading

2. **Use of Loading Equipment:**

○ Use of carts, hand trucks, gondolas, etc. is allowed.

○ Staff must wear an exhibitor badge.

Recommendations:

• Do not block aisles or access points during handling.

• Avoid leaving products unattended.

Recommendation for Removing Products, Promotional Materials, Paperwork, or Light Furniture

During the period designated for removing products or furniture that can be carried manually, we recommend using the regular (public) parking lot for this operation, as long as the transport vehicle meets the permitted size requirements for entry.



This recommendation is made because the loading dock area tends to experience high demand at that time, which could cause delays or logistical complications. Using the regular parking lot can facilitate a faster and more organized exit.

Important: During this period, escalators and elevators inside the venue will be disabled.

DISMANTLING THE STAND STRUCTURE

⌚ Authorized schedule:

Thursday, June 4, 2026, starting at 9:30 PM

⚠ Conditions to Begin Dismantling on the Exhibition Floor

Dismantling the stand structure (whether modular system or custom-built) may only begin when:

• There are no visitors on the exhibition floor

• Carpets have been completely removed

• **Loading dock curtains will open at 10:00 PM to allow entry of assembly staff**



🧑 Safety Requirements for Dismantling

All personnel on the exhibition floor must wear:

• Valid badge (exhibitor or assembly)

• Complete Personal Protective Equipment (PPE)

🔧 Dismantling Process on the Exhibition Floor

1. Entry of Assembly Staff

- Access through emergency doors and loading dock curtains starting at 10:00 PM
- Must wear assembly badge and complete PPE

2. Booth Disassembly

- May only begin after 10:00 PM
- It is prohibited to leave trash or materials in aisles or neighboring booths

Important: Booth remnants (wood, structures, tarps, etc.) are not considered trash. They must be removed by the exhibitor or their assembly team

3. Inspection and exit slip

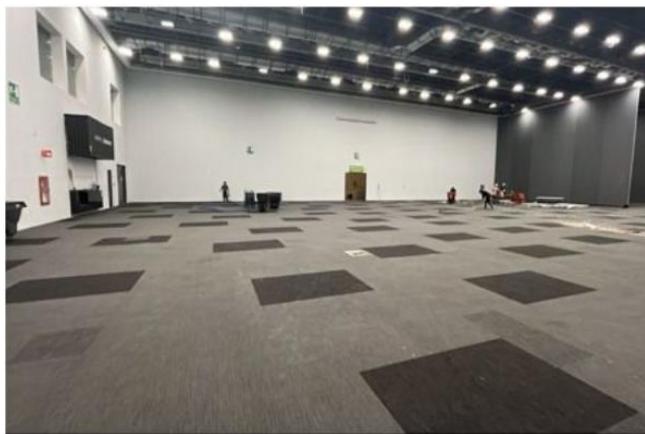
- The Floor Manager will inspect the area
- If everything is in order, the **exit slip** will be signed. This slip is given to the driver upon entering through Gate 4, and the driver must return it signed when leaving the venue; otherwise, the vehicle will not be allowed to exit.



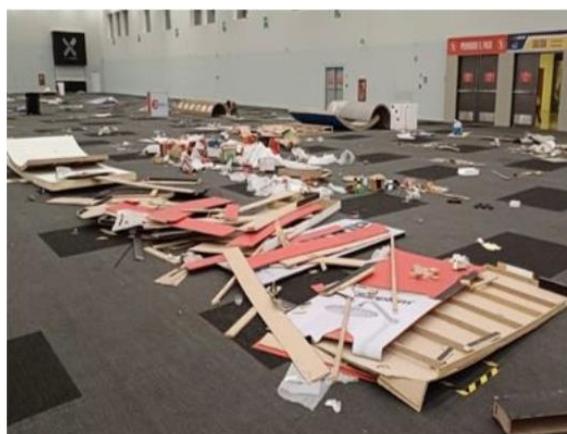
VISUAL EXAMPLES OF A PROPERLY DISASSEMBLED BOOTH



Correct:
Photo of disassembled booth, no debris, clean area



Incorrect:
Photo of booth with wood scraps, tarps, or trash in aisles



ACCESS OF VEHICLES TO LOADING DOCKS FOR BOOTH DISASSEMBLY)

This process occurs in parallel with floor disassembly but can **only begin once the booth is completely disassembled and the area is free of debris.**

Steps for Access to Loading Docks

1. Vehicle registration at Gate 4 of Centro Banamex

- **Location:** Gate 4 of the venue.
- **Delivery of slips:** Two slips are given to the driver:
 - Centro Banamex Slip: **Allows monitoring of dock entry time and calculating the corresponding fee.**
 - Organizing Committee (RX) Slip: **Required to authorize dock access. This slip will be signed by the Floor Manager once the area is ready for booth removal.**



Important: If a vehicle attempts to enter the dock access gates without the committee slip, entry **will not be allowed**, even if it has the Centro Banamex slip.

2. Delivery of slip on the exhibition floor

- The driver delivers the committee slip to the staff dismantling the booth.
- Once disassembly is complete, that same slip must be given to the **Floor Manager** for review, signature, and stamp.

- The Floor Manager's signature indicates that:
 - The booth is completely disassembled.
 - The area is free of materials and undamaged.
 - Dock access can be authorized.

3. Authorization for dock entry

- Entry is only authorized when:
 - The booth is completely disassembled.
 - The area is free of materials and undamaged.
 - There is available space in 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 staff to exit the venue.

⚠ Important Considerations

- **Having the slip does not guarantee immediate access to the dock.** Access is subject to review and space availability, so it may take time.
- During disassembly, it is essential that staff **properly identify themselves** as exhibitor or assembly personnel.
- They must also clearly indicate the activity they will perform in the docks:
 - Product removal
 - Furniture removal
 - Removal of structure, leftovers, or remaining booth waste.

CONDUCT AND RESPECTFUL BEHAVIOR

At our event, we promote an environment of respect, collaboration, and professionalism among all participants: exhibitors, brand representatives, suppliers, guests, venue operations 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 all involved, without exceptions.

Under no circumstances are the following allowed:

- 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.

Disagreement with any 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 process compliance 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 booth.
- Disqualification from participating in future editions of the event.

These actions will be taken without refund and may be complemented by legal measures if deemed necessary by the affected parties.

In the event of legal action between participants, RX expects it to be resolved through the appropriate legal channels. RX is not and will not act as an arbitrator regarding the existence of valid rights, nor will it become an enforcement agent or representative in relation to any legal action.



RX assumes no responsibility and will not intervene in disputes between participants and will not hesitate to remove from the event those who do not behave in accordance 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 the exhibition space** for future editions.
- **Apply penalties** as described in this document.

To ensure the proper performance of each exhibiting company and the overall success of the event, **we recommend training all personnel involved with the booth** on the rules and penalties described herein.

For any questions related to this manual, please **contact your Customer Experience representative**.

IP ISSUES AND PROCEDURES

Reed Exhibitions, a division of RELX Inc., (collectively, “Management”) respect the Intellectual Property (“IP”) rights of others and expect all exhibitors to do the same. In connection with the event (the “Event”), the following standards apply:

1. The role of Management is strictly to try to protect the integrity and peace of the Event and to preserve the Event environment in a manner that allows all exhibitors and sponsors the opportunity to receive the benefit of their exhibits and/or sponsorships. Accordingly, Management shall designate one or more on-site IP Ombudsperson(s) for the Event who will, on behalf of Management, address intellectual property issues arising at the Event consistent with these IP Procedures (such IP Ombudsperson(s) hereinafter referred to under the umbrella term “Management”).

1. Management will acknowledge existing recognized IP rights (such as the Mexican Institute of Industrial Property (“IMPI”), U.S. Patents, U.S. Trademark Registrations or U.S. Copyright Registrations) where proof of the current validity of these rights is provided by the Exhibitor/IP rights holder alleging a violation of its IP rights (the “Complainant”) to Management, and will assist in communicating those asserted rights to another Exhibitor alleged to be in violation of the rights (the “Accused”).

1. Management is not and will not act as an arbiter of the existence of valid and subsisting rights in the IP of a Complainant.

1. Management will cooperate and act consistently with any duly issued court order, writ, judgment or injunction against an Exhibitor. In so acting, Management is a neutral party and Management’s presence during service of any court issued documents during the Event is strictly for the purpose of carrying out Management’s responsibility to protect the integrity and peace of the Event.

1. Management may take steps which are believed reasonable and appropriate, in Management’s sole discretion, to attempt to achieve an accommodation and/or resolution of IP rights

issues between exhibitors. Management is not and will not become an enforcement agent or representative relating to the alleged IP rights of any Exhibitor.

1. Management reserves the right to ask an Accused Exhibitor to produce appropriate documentation reflecting the right or license of such Exhibitor to display and market any complained of product(s) or material(s).

1. Management will, where deemed reasonable and appropriate in its sole discretion, ask (and possibly insist) that an Exhibitor remove items or materials from that Exhibitor's booth only where the asserted IP rights, after being shown to Management to be currently valid, clearly cover the items or materials of the Accused Exhibitor in the reasonable judgment of Management.

1. Complainants agree to follow the IP Procedures set forth below.

In the event of any perceived violations of IP rights at the Event:

1. Complainant will approach and/or communicate with the designated IP Ombudsperson for the Venue/Event and provide the following:

A. Evidence that the IP rights issue has been communicated by the Complainant in writing to the representative(s) of the Accused Exhibitor – either before or during the Event.

- For example, evidence of a letter or email sent by Complainant or Complainant's designated representative.

B. Clean and clear written evidence to support the claimed IP rights.

- For example, copies of the Mexican Institute of Industrial Property ("IMPI") registrations, US registrations, copies of the U.S. Patents, U.S. Trademark Registrations or U.S. Copyright Registrations in question, and proof that such rights are currently valid.

C. Evidence as to the products and/or materials being used by the Accused Exhibitor at the Event which are asserted to be covered by the Complainant's IP rights.

- For example, clear photos of products or copies of materials being shown at the Event (photos of products from other locations besides the Event or pictures from websites will not suffice).

Please note that Management requests that any Complainant contact Management to take photos of the alleged infringing product/materials. Complainant should not attempt to take such photos.

D. Contact information for a designated representative of the Complainant authorized to act on Complainant's behalf at the Venue/Event.

- The request information includes name, title, email and phone number where the designated representative can be reached during the Event.

Complainant must allow Management at least 24 hours to review and act, as appropriate in the sole discretion of Management, on the evidence provided by Complainant and to respond to Complainant with the steps, if any, Management intends to take.

Exhibitors are advised that Management will not interpret claims of a utility patent, interpret the scope of protection for a registered trademark or registered copyright, or specifically make any judgments as to the sufficiency of disclosures in patents, the validity of any patents, likelihood of confusion between different marks, fame of a mark, dilution of a mark, fair use of another's mark, priority of rights in a mark, what amounts to a substantial taking of a copyrighted work or what is a fair use of a copyrighted work.