



Your brand present at every moment **EXPCANTAD2027**

Accompany the journey of thousands of buyers
and decision-makers from the very first moment
of their visit



Every moment counts

The Expo ANTAD experience begins long before the doors open and continues after the event closes. As the main meeting point of the retail sector, it brings together buyers and exhibitors who discover opportunities, build connections, and make decisions. Your brand can accompany them at every stage.



Each stage represents an opportunity for your brand to be present

01

Discover

Decisions begin before the
doors open





DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Check availability and
specifications



Price subject to the
contracting period



Oportunities Map

EXPC**ANTAD**2027

Your brand, from the first click

Website Advertising



Digital Channels · Official Website

Accompany buyers and exhibitors from the planning stage of their visit through Expo ANTAD's **main information channel**.

IDEAL FOR



Branding



Digital Reach



+13,000

Impressions

Strip Desktop Banner
from

\$15K

Hero Banner
from

\$25K

Pop-Up
from

\$35K

*Illustrative image. The final proposal may vary according to institutional design.

**All prices expressed in MXN, subject to the exchange rate of the day



DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Social Media
Promotion



Up to 16
monthly posts



Check packages
and specifications



Opportunities Map

EXPCANTAD2027

Connect with the retail community

Social Media Advertising



Official Expo ANTAD Digital Channels

Boost your brand presence through Expo ANTAD's official channels and connect with buyers, exhibitors, and retail professionals at **every stage of the event experience.**

IDEAL FOR



Branding



Digital Reach



+13,000

Impressions

From

\$4K

per campaign

*Illustrative image. The final proposal may vary according to institutional design.

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DISCOVER



ENTER



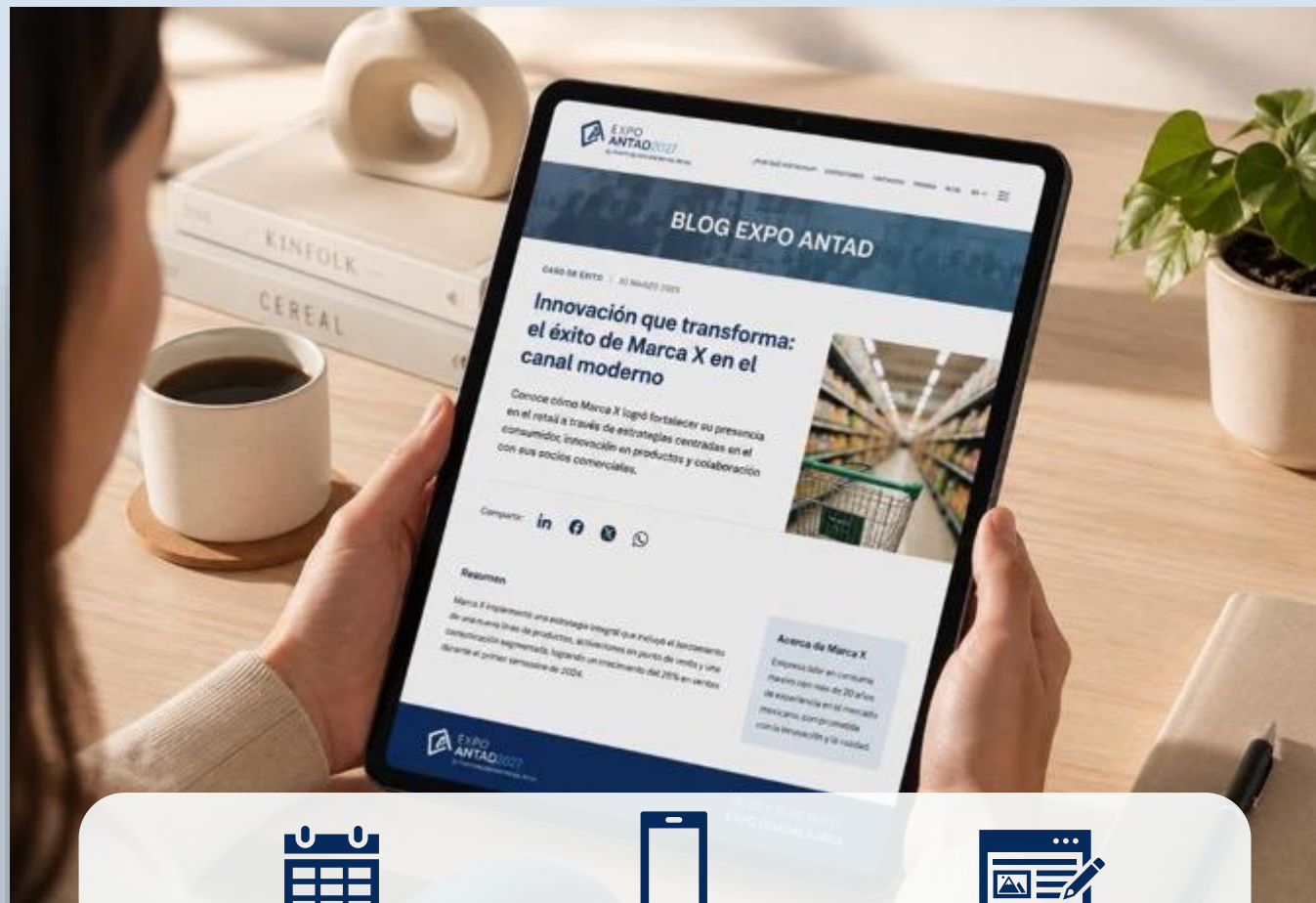
CONNECT



NEGOTIATE



REMEMBER



Blog publication

Social Media
PromotionCheck packages
and specifications

Opportunities Map

EXPCANTAD2027

Make your story inspire retail

Success Story Advertising



Digital Channels · Expo ANTAD Web Blog

Share launches, innovations, or best practices through **editorial content** published on Expo ANTAD's official blog and distributed across its digital channels

IDEAL FOR



Branding



Digital Reach



+13,000

Impressions

From

\$16K

per campaign

*Illustrative image. The final proposal may vary according to institutional design.

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Mailing to
specialized database



+10,000 retail
sector contacts



Consult
specifications and
schedules

Reach them directly in their inbox

Expo ANTAD Informa



Digital Channels · Expo ANTAD Web Blog

Share promotions, launches, or news through **a mailing sent to a specialized retail-sector database**, reaching buyers and decision-makers directly.

IDEAL FOR



Branding



Digital Reach



+13,000
Impressions

From

\$16K
per campaign



Opportunities Map

EXPCANTAD2027

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02

Enter

The first impression marks the beginning of the experience





DISCOVER



ENTER



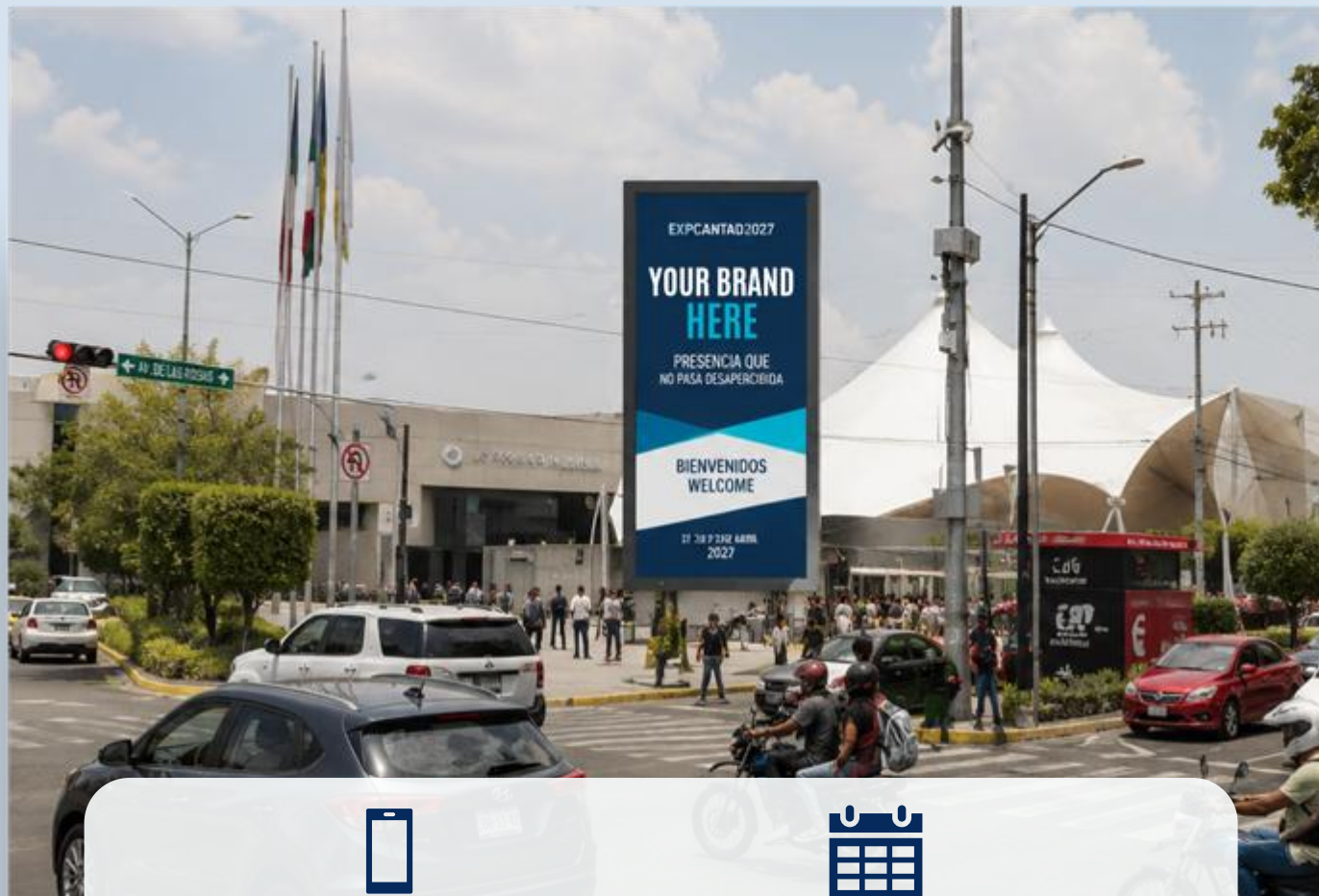
CONNECT



NEGOTIATE



REMEMBER



1 monthly post
on social media
for 2 months



Brand presence
during the 3 days of
the event

Your brand, visible 24 hours a day

Outdoors LED Screen



Outdoors • Intersection Ave. De Las Rosas and Ave. Mariano Otero

Project your brand at one of the **busiest intersections** with vehicle and pedestrian traffic at Expo Guadalajara, with **continuous exposure** before and during Expo ANTAD

IDEAL FOR



Visibility



Strategic Point



+300,000

Impressions

\$140K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



EXPOANTAD2027
BIENVENIDOS
WELCOME

YOUR BRAND
HEREYOUR BRAND
HEREYOUR BRAND
HEREYOUR BRAND
HERE

1 monthly post on
social media for 3
months



1 video on LED
screens



Brand presence
during the 3 days of
the event



Opportunities Map

EXPC**ANTAD**2027

The first impression

Main Access



Outdoors · Ave. De Las Rosas

Turn your brand into the first visual point of contact for thousands of buyers and decision-makers upon their arrival at Expo ANTAD.

IDEAL FOR



Visibility



Branding



+70,000

Impressions

Up to 4 brands

\$150K

Each, +VAT

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DISCOVER



ENTER



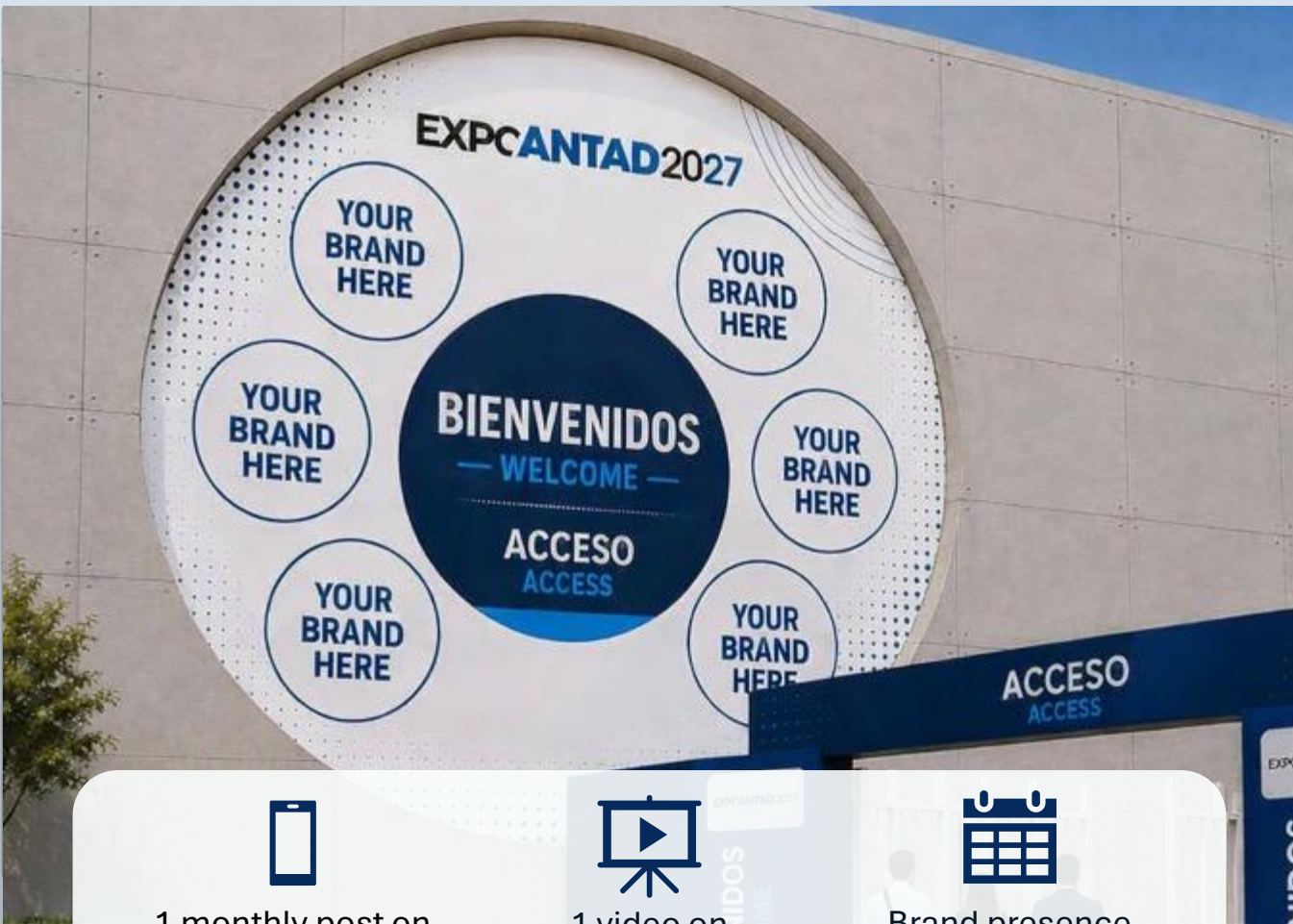
CONNECT



NEGOTIATE



REMEMBER



1 monthly post on
social media for 3
months



1 video on
LED screens



Brand presence
during the 3 days
of the event

Impossible not to see it

Main entrance side



Outdoors · Ave. De Las Rosas

Accompany each visitor's journey with continuous presence at **one of the busiest pedestrian entrances to Expo ANTAD.**

IDEAL FOR



Visibility



High pedestrian traffic



+50,000

Impressions

Up to 6 brands

\$100K

Each, +VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Access to the
exhibition floor



Presence during the
3 days of the event

The journey toward opportunities begins here

Escalators



Indoors · Access to the exhibition floor

Located at the entrance to the exhibition floor, the escalators accompany **thousands of buyers as they enter the business area**, becoming a strategic point for your brand's presence.

IDEAL FOR



Visibility



Strategic point



+40,000

Impressions

Per side

\$22K

Each, +VAT

6 sides

\$90K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Every step counts

Floor Graphics



Indoors • Beginning and end of escalators

Located at the start and end of the escalators leading to the exhibition floor, floor graphics **accompany visitors along their journey** with large-format presence at a mandatory passage point.

IDEAL FOR



Visibility



Branding

1 for

\$80K

+VAT

4 for

\$300K

+VAT



+40,000

Impressions



Access to the
exhibition floor



Presence during the
3 days of the event



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Access to the
exhibition floor



Presence during the
3 days of the event



Opportunities Map

EXPOCANTAD 2027

Your brand's welcome

Access Arches



Outdoors · Access

Transform **one of Expo ANTAD's busiest entrances** into a high-impact point to connect with thousands of visitors as they enter the exhibition floor.

IDEAL FOR



High pedestrian traffic



Visibility



+40,000

Impressions

Fascia

\$80K

+VAT

Sides

\$120K

+VAT

Fascia + Sides

\$150K

+VAT

*Illustrative image. The final proposal may vary according to institutional design.

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03

Connect

Each encounter strengthens
relationships





DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



1 monthly post
on social media
for 2 months



Brand presence
during the 3 days of
the event



Continuous presence throughout
the entire event

LED Screens



Indoors · 30 screens on the exhibition floor

Keep your brand present during the entire attendee
experience through a network of screens distributed at
strategic points across the exhibition floor.

IDEAL FOR



Visibility



Dynamic content



+30,000

Impressions

Every 10 screens

\$60K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



LED screen
of 8 x 3 m



Brand presence
during the 3 days of
the event

Make your brand stand out in large format

Mega Screen



Indoor • Av. México, in Salón Jalisco

Take advantage of a **high-impact advertising space with a large-format LED screen** located in Salón Jalisco, at the end of Avenida México. Your brand will be present **throughout the attendees' journey**, sharing space with event programming, information, and other brands

IDEAL FOR



Visibility



Dynamic Content



+30,000

Impressions

Each spot

\$20K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



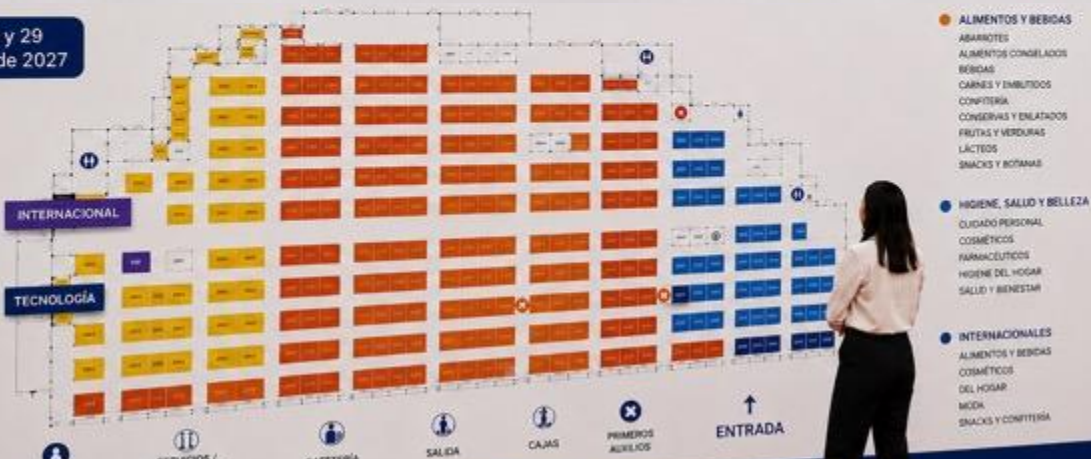
NEGOTIATE



REMEMBER

EXPOANTAD2027

BIENVENIDOS

SALÓN
JALISCOYOUR BRAND
HEREYOUR BRAND
HEREYOUR BRAND
HEREYOUR BRAND
HERE27, 28 y 29
de abril de 20271 social media
post for 1 monthFeatured
location on the
official floor planPresence during
the 3 days of the
event

The point where encounters begin

Advertising spaces on the official floor plan



Indoors • 2 strategic locations

Become part of **the first orientation point** consulted by thousands of buyers as they begin their tour of Expo ANTAD. Advertising spaces are assigned according to their location and format.

IDEAL FOR



Visibility



Orientation



Branding



+50,000

Impressions

Up to 4 brands

\$52K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Guide the way to new business

Signage



Indoors · Exhibition floor aisles

Be part of the signage that guides **thousands of visitors** through Expo ANTAD, keeping your brand present along the **main aisles** of the exhibition floor.

IDEAL FOR



Visibility



Orientation



Branding



+50,000

Impressions

1 side

\$160K

+VAT

2 sides

\$100K each

+VAT

4 sides

\$80K each

+VAT



Up to 90 locations
available



Location in
main aisles



Brand presence
during the 3 days of
the event



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



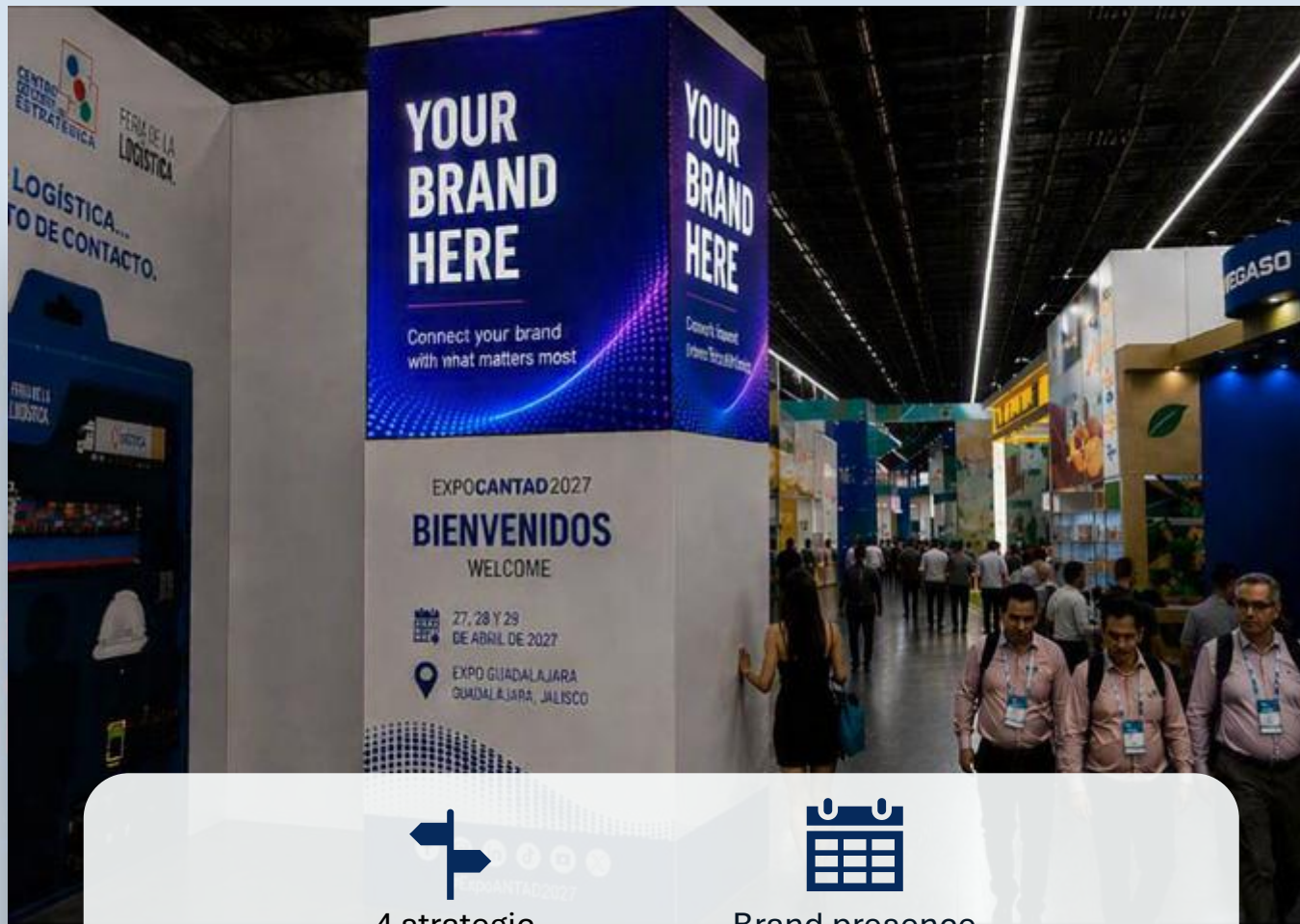
CONNECT



NEGOTIATE



REMEMBER



4 strategic
locations in
1, 2 or 3 sides



Brand presence
during the 3 days of
the event

Stand out at the main intersections of the
exhibition floor

Columns



Indoors • Main intersection of the exhibition floor

Turn your brand into a landmark within the exhibition floor
with presence **on four columns** located at the main
intersection of the commercial route.

IDEAL FOR



Visibility



Strategic point



Branding



+50,000

Impressions

1 side
\$60K
+VAT

2 sides
\$100K each
+VAT

3 sides
\$120K each
+VAT



Opportunities Map

EXPOCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



10k lanyards
distributed per brand



Brand presence during
the 3 days of the event

Presence that accompanies the entire experience

Badge Lanyards



Used throughout the event • Visitors and buyers

Badge lanyards accompany buyers, visitors, and exhibitors during their entire experience at Expo ANTAD, making your brand part of **the journey from the first access to the closing of the event.**

IDEAL FOR



Visibility



Brand experience



Branding



+50,000

Impressions

Up to 3 brands

\$100K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



10k badges
distributed per brand



Brand visible on
both sides



Brand presence during
the 3 days of the event

The brand that accompanies every encounter

Badges



Used throughout the event • Visitors and buyers

The badge accompanies every visitor, buyer, and exhibitor during the entire Expo ANTAD. With presence on both sides, **your brand remains visible in every meeting and conversation.**

IDEAL FOR



Visibility



Brand experience



Branding



+50,000

Impressions

Up to 3 brands

\$100K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



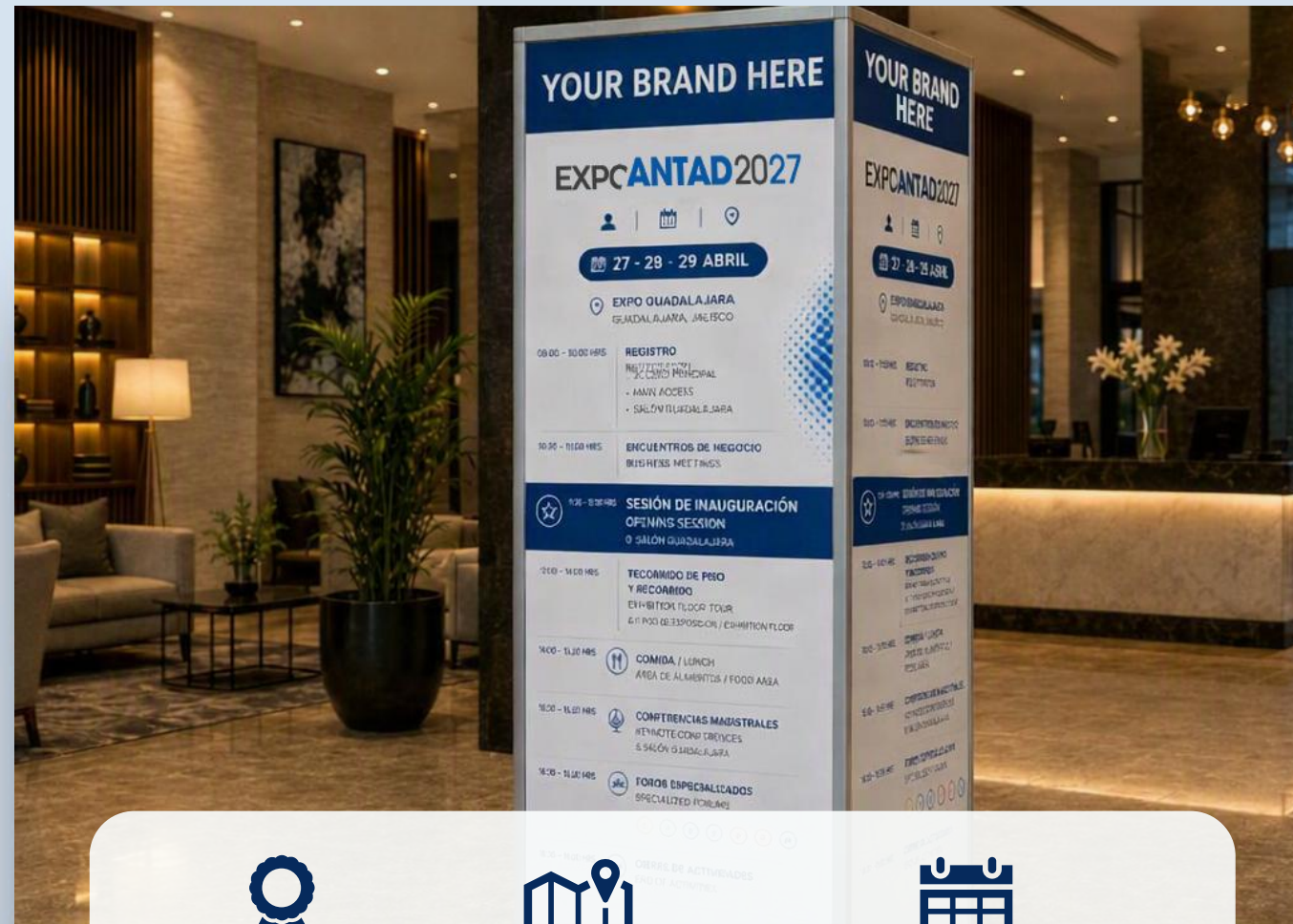
CONNECT



NEGOTIATE



REMEMBER



Exclusive
branding



6 host hotels



Brand presence during
the 3 days of the event

Your brand present before arriving at Expo ANTAD

Hotel programs



Host hotels · participating hotels

Accompany buyers and visitors from their stay with presence in the official programs distributed at the main host hotels of Expo ANTAD. **A prior point of contact that strengthens brand recognition before the start of the tour.**

IDEAL FOR



Visibility



Strategic point



Branding



+20,000

Impressions

Exclusive sponsorship

\$150K

+VAT



Oportunities Map

EXPCANTAD2027

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04

Negotiate

Conversations create new
business opportunities





DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Connect with every visitor from their very first connection

WiFi Connection

Official Expo ANTAD WiFi network

Accompany buyers and visitors from their **first access** to the official Expo ANTAD WiFi network. Your brand creates an **immediate digital contact** point and expands its presence through strategic visibility **during the event**.

IDEAL FOR

 Branding Digital reach Visibility

Access landing page and social media promotion (1 post)



Visibility at registration and entrances



Brand presence during the 3 days of the event

[Opportunities Map](#)

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



45-minute
conference



Specialized
professional audience



Promotion within
the program

Share your expertise where retail
decisions are made

#RETAIL Talks

📍 Salón Guadalajara · Conference program

Position your brand as a sector leader within Expo ANTAD's specialized content program. **Share success stories, trends, or solutions** with a professional audience in a space designed to foster **learning, conversation, and new business opportunities**.

IDEAL FOR



Visibility



Networking



Buyers

Up to

35

Attendees

\$34K**+VAT**[Opportunities Map](#)

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Branding on menu,
cups, and napkins



Activation with hostess
and promotional items



Brand presence during
the 3 days of the event

Share the table where business is born

Buyers' Dining Area

Salón Guadalajara · Exclusive area for buyers

Make your brand part of the exclusive experience of Expo ANTAD's Buyers' Dining Area. **Build closeness with key decision-makers** in a space designed to strengthen relationships and create **new business opportunities**.

IDEAL FOR



Networking



Buyers



Brand experience

907 buyers in

3

days

Up to 3 sponsors

\$80K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



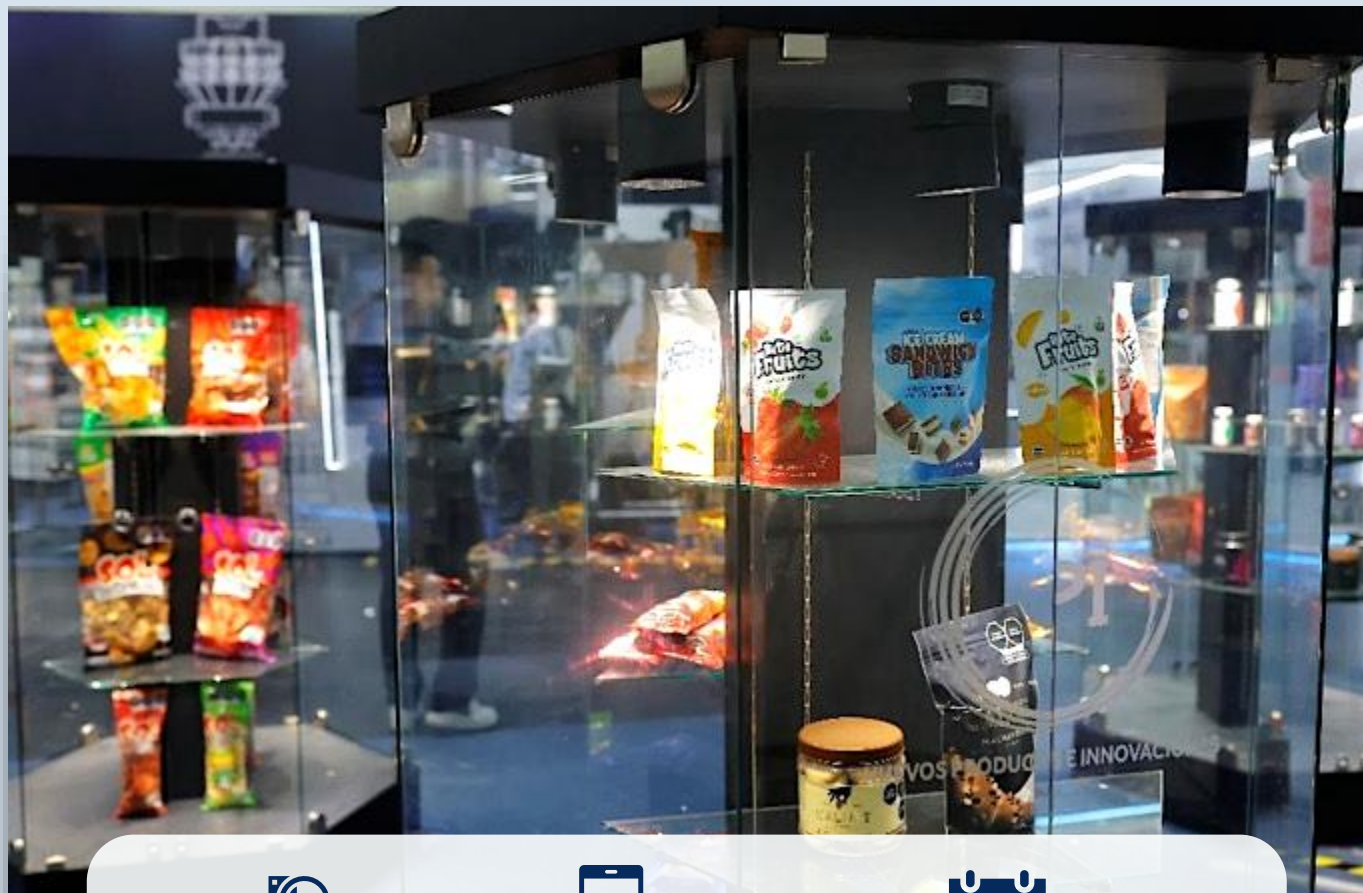
CONNECT



NEGOTIATE



REMEMBER



Launch
exhibition



Information sheet
with QR code



Brand presence during
the 3 days of the event



Opportunities Map

EXPCANTAD2027

Make your innovation impossible to ignore

New Products Showcases



Indoors · Designated area in the exhibition floor

Highlight your launches in **the space most visited by buyers** seeking the latest trends. The showcase combines physical display with digital information to drive **product discovery** and **create commercial opportunities**.

IDEAL FOR



Visibility



Buyers



Brand launch

Option for

**product
demonstration**
(15 min)

1 shelf
\$8K
+VAT

2 shelves
\$10K
+VAT

Whole showcase
\$20K
+VAT

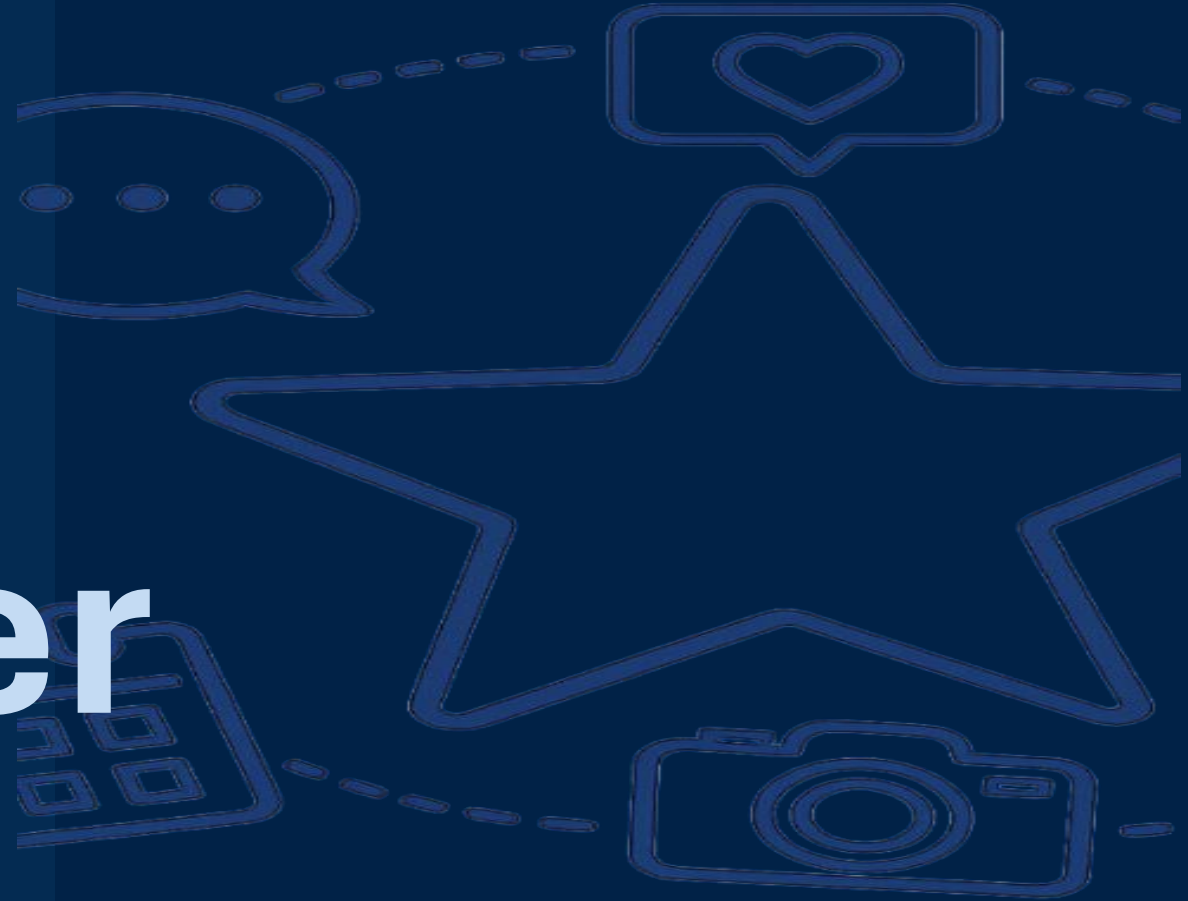
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05

Remember

The experience continues and keeps
the connection with your brand alive





DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Recycled and
biodegradable material



12k bags
distributed



Your brand travels
with the visitor

When Expo ANTAD ends, your brand continues

Visitor Totebags



Registration delivery · Main entrances

Accompany **thousands of attendees** during Expo ANTAD and **continue generating visibility after the event**. Each bag becomes a reminder of your brand that travels with buyers and exhibitors beyond the venue.

IDEAL FOR



Brand experience



Branding



+35,000

Impressions

1 side

\$100K

+VAT

2 sides

\$160K

+VAT



Opportunities Map

EXPCANTAD2027

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DISCOVER



ENTER



CONNECT



NEGOTIATE



REMEMBER



Share knowledge that transcends the event

Webinar



Digital channels · Online streaming

Position your brand as a **sector leader** through a **webinar broadcast** on Expo ANTAD's official channels. Share trends, innovation, or success stories with a specialized audience and expand the reach of your content **before, during, and after the event.**

IDEAL FOR



Branding



Digital reach



Thought leadership



Live streaming



Broadcast on
official channels



Check packages
and specifications



Opportunities Map

EXPCANTAD2027



20 min
+Q&A

\$15K
+VAT

*Illustrative image. The final proposal may vary according to institutional design.

**All prices expressed in MXN, subject to the exchange rate of the day

Let's build your brand presence

Ready to design your sponsorship strategy?



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expoantad.com.mx

EXPC**ANTAD**2027