

Technical and Stand Construction Guide for ITB Americas 2026

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Intended audience:	Architects, designers, and exhibition stand builders
Guiding document:	Exhibitor's Handbook for ITB Americas 2026
Operations contact:	operations@itb-americas.com
Venue services:	modulo@expoguadalajara.mx

SUPPORT DOCUMENT – MANDATORY DISTRIBUTION

This guide is a supplementary policy document to the Exhibitor Manual, which serves as the event's governing document. The Design and Construction Coordinator is required to provide this Technical Guide to the company or contractor responsible for the design and construction of the booth. Lack of knowledge of its contents does not exempt the coordinator from liability.

Note on updates:

This guide may be updated regularly. It is the Design and Stand Build Coordinator's responsibility to check the [Download Center](#) at itb-americas.com to ensure the latest version of all official event documents is being used.

1. Stand Classification

To maintain the visual harmony and identity of the event, two participation categories have been established. Each category has different technical and regulatory requirements that must be fully complied with.

Category A. 9 m² Stand Options

The 9 m² booths are available in three configurations. Each includes distinct elements provided by the organizer and specific requirements for the exhibitor to deliver materials. In all cases, the modular aluminum structure is 2.40 m high, and the maximum height allowed is 2.50 m. It is strictly prohibited to drill, paint, or attach elements that damage the modular structure; any additional customization must be self-supporting or made using static vinyl.

Basic Shell Scheme: includes stand number and exhibitor name in vinyl. The exhibitor must send the name to be displayed —maximum 35 characters per line, up to 2 lines— to operations@itb-americas.com by 11 September.



Modular Booth: includes name in vinyl, 1 counter with color logo (95 x 95 cm), 1 foamboard print measuring 120 x 120 cm and 2 fabric prints measuring 209 x 280 cm each for row stands, and only 1 for corner stands. Exhibitors must send the name —maximum 20 characters per line, up to 2 lines— and graphics in JPG format at 120 dpi in actual size, to operations@itb-americas.com by 11 September.



Premium Sustainable Booth: Includes stand number and name in vinyl, 1 counter with full-color logo (95 x 95 cm), eco-solvent vinyl panel printing, left wall measuring 200 x 240 cm, central wall and right wall measuring 300 x 240 cm; for corner designs, only the left and central walls are printed. Exhibitors must send the name —maximum 30 characters per line, up to 2 lines— and graphics in JPG format at 120 dpi in actual size, to operations@itb-americas.com by 11 September.



IMPORTANT:

Graphic files submitted after the established deadline of September 11th, 2026, will be subject to an additional production fee. This fee will be assessed based on the specific design requirements and specifications of each individual stand.

Category B. Open-Concept Booth — Space Only

- **Application:** Required for spaces 18 m² or larger.
- **Plan Approval:** Architectural plans (floor plans, sections, and renderings) must be submitted to the Operations Committee by the established deadlines, depending on the booth size:

Stand size:	Deadline for submitting plans
Larger than 52 m ²	11 September
18 m ² to 51 m ²	30 September

All documentation must be sent to operations@itb-americas.com

2. Height and Volume Regulations

Airspace management is critical to preventing visual obstruction of other exhibitors and ensuring the structural safety of the event. The following limits are mandatory:

Concept	Maximum Limit	Comments
Standard height (package stands and partition walls)	2.50 m	The modular structure provided measures 2.40 m. The regulatory limit is 2.50 m.
Maximum construction height (freestyle stands)	5.50 m	All custom designs must be reviewed and approved by the Organizing Committee
Suspended elements (Rigging)	6.00 m	Maximum height to the lower edge of the element.
Setback — Blank Wall Rule	1.00 m	Walls exceeding 2.50 m must be set back 1 m from the aisles and have a smooth, white finish, with no logos facing the neighbor.

3. Materials and Sustainability

In line with ITB’s global sustainability policies, the use of reusable materials is encouraged, and the following mandatory standards have been established.

Flooring and Surface Coverings

Full coverage of the exhibition area is a mandatory requirement for all open-plan booths. It is strictly prohibited to leave the venue's concrete floor exposed in any part of the contracted area. The color and material of the flooring must be included in the design submitted for approval to the Organizing Committee.

Acceptable materials include carpet, laminate flooring, wood flooring, or professional-grade vinyl flooring. The venue does not provide carpet for open-plan spaces; the exhibitor is solely responsible for procuring it. The Organizing Committee reserves the right to halt setup if the exhibitor fails to submit a floor covering plan, or to install basic carpet at the exhibitor's expense if the area is not covered by the end of the setup day.

For securing carpets and floor coverings to the venue floor, only easily removable double-sided tape or high-quality duct tape may be used. The use of direct-contact adhesives, high-strength glues, or any product that leaves residue on the concrete is strictly prohibited. Any damage to the venue floor resulting from the use of prohibited materials or the lack of floor covering will be billed directly to the exhibitor in accordance with Expo Guadalajara's rates.

All floor coverings must meet the following additional conditions:

- Textile, vinyl, and wood materials used for flooring must be accompanied by a fire-retardant treatment certificate, which must be available for inspection during setup.
- The flooring must be fully tensioned and free of loose edges before the booth opens to the public. The booth will not be permitted to operate if the surface does not meet these conditions.

Universal Accessibility — Changes in Level at the Stand

Where the stand design involves a change in level exceeding 13 mm in height — such as a step or internal unevenness intended for use by the public or staff — the exhibitor must provide for the installation of an access ramp to ensure access for people with disabilities or reduced mobility.

The ramp must be designed in accordance with internationally applicable universal accessibility criteria: a maximum gradient of 1:12 (for every unit of height, at least 12 units of horizontal length), a stable, firm and non-slip surface, and adequate approach and landing space at the start and end of the ramp.

It is the exhibitor's responsibility to include these elements in the plans and renderings submitted for approval, and to obtain written approval from the Organizing Committee before commencing assembly. The documentation must be sent to operations@itb-americas.com within the deadlines set out in the official schedule.

PROHIBITED ACTIVITIES IN THE EXHIBITION HALL DURING SETUP:

- The use of spray paint, welding, or cutting wood with a circular saw inside the exhibition hall is strictly prohibited during the setup and takedown phases. All pre-approved work must be performed in a workshop outside the venue.
- It is prohibited to run cables along the aisles connecting the booths.
- During the event, construction work, structural modifications, or major alterations within the venue are also prohibited. Only minor adjustments or light maintenance that do not generate excessive noise, pose safety risks, or affect other exhibitors will be authorized.
- It is prohibited to post posters, stickers, or promotional materials on surfaces outside the perimeter of the booth. Distributing political materials or including political statements in the booth's design or decoration is not permitted.

The Organizing Committee reserves the right to inspect the materials at any time. If materials are found to be non-compliant with the specifications, the exhibitor must make the necessary adjustments immediately. If the issue is not corrected, the Committee may order the removal of the item without any liability on the part of the Organizer.

4. Technical Installations and Rigging

Electricity and Utilities

- Expo Guadalajara holds the exclusive right to provide electricity, compressed air, and water and sanitation services. These services must be contracted directly with the venue via modulo@expoguadalajara.mx.
- The basic supply included for every 9 m² of contracted floor space is 9 amps at 110V (127V). Any additional power must be requested and paid for separately directly to Expo Guadalajara.
- Electrical outlets must be clearly marked on the stand construction plan.
- The use of power distribution panels with thermal-magnetic circuit breakers is mandatory in all open-plan stands.
- Catering and food services must be contracted directly with the venue. The applicable terms and rates are available in the [Download Center](#) at itb-americas.com.

Rigging — Suspended Structures

- The suspended structure installation service is exclusive to Expo Guadalajara. No external vendors are permitted to perform rigging work.
- Only motors and cables certified for the declared load are permitted.
- Any suspended elements must be strictly contained within the perimeter of the booth.
- Rigging plans must include the total weight of the structure and the load distribution by support point.
- All rigging projects must be pre-approved by the Organizing Committee before submitting the payment request to the venue.

Contact for rigging and venues services:

modulo@expoguadalajara.mx

5. Installation and Work with Glass

Any element incorporating glass (windows, railings, doors, display cases or partition walls) must strictly comply with the following safety specifications:

- **Mandatory material:** tempered glass with a minimum thickness of 6 mm, or glass protected with certified safety film.
- **Inspection authority:** the Organizing Committee reserves the right to inspect these installations at any time during the set-up and event phases.
- **Mandatory modifications:** If the use of materials that do not meet the specifications is detected, the exhibitor must make the necessary adjustments immediately. If the issue is not corrected, the Committee may order the removal of the item without any liability on the part of the organizer.

6. Operational Safety

To ensure the safety of all participants during the event setup phase, the use of personal protective equipment (PPE) is mandatory. All personnel present in the setup areas must wear safety helmet, long pants, and closed-toe shoes at all times, without exception.

Work at Heights

Any activity requiring GENIE-type platforms or scaffolding with more than two levels must comply with the following requirements without exception:

- **Specific PPE:** safety helmet, full-body harness and lanyard with fall arrest device.
- **Medical clearance from Expo Guadalajara:** the operator must visit the venue's Medical Service to have their blood pressure taken and undergo a breathalyzer test before commencing work.
- **Signing of a liability waiver:** a mandatory procedure to be completed directly with Expo Guadalajara.
- **Prohibition on accessing roofs:** access to or anchoring onto the structures of the exhibition halls is strictly prohibited.

Failure to comply with any of these requirements entitles the Organizing Committee and Expo Guadalajara staff to immediately suspend work at heights, without liability to the Organizer.

Use of Forklifts

- Loads must always be transported at floor level; the forks must not rise more than 20 cm above ground whilst the forklift is in motion.
- A spotter must always be present while the forklift is in motion.
- Refueling and the storage of LPG tanks are only permitted in the maneuvering yard; they are prohibited inside the exhibition halls.

To hire forklifts and hydraulic skids, please contact directly: operations@itb-americas.com

Fire Hydrants and Emergency Routes

ZERO OBSTRUCTION:

All fire hydrants and emergency stations located within the stand perimeter must remain visible and accessible 24 hours a day. The use of screens, furniture, or graphics that conceal them is prohibited. The Committee has the authority to dismantle any structure obstructing a fire hydrant or emergency route, without this giving rise to any liability on the part of the organizer.

Loading, Dragging and Lifting Equipment

All loading, towing, or lifting equipment used within the exhibition areas requires prior authorization from Expo Guadalajara before entering the venue. This includes forklifts, hydraulic pallet jacks, and any other equipment intended for use within the exhibition halls.

Forklifts and hydraulic pallet jacks must use only pneumatic or standard rubber tires to protect the venue’s flooring and infrastructure. Auxiliary equipment—hand trucks, platforms, dollies, and similar items—must also have rubber wheels in good condition that do not damage the surface.

Equipment that does not meet these specifications will not be permitted to enter or operate; its use may be suspended immediately upon instruction from the Organizing Committee or Expo Guadalajara staff.

If you require gondolas or other equipment provided directly by the venue, rental fees will be subject to Expo Guadalajara’s current rates and must be paid directly to the venue via modulo@expoguadalajara.mx.

7. Loading Bay

Access to the Expo Guadalajara loading bay is subject to the authorized times set out in the venue’s official calendar. The grace periods included and the charges applicable for exceeding the allocated time are detailed below:

Vehicle type	Included time	**Rate per additional hour	Comments
Car	1 hour	\$200 MXN / hour	Rate per hour or part thereof
Truck (camioneta)	2 hours	\$250 MXN / hour	Rate per hour or part thereof
3-axle rigid truck (torton)	3 hours	\$300 MXN / hour	Rate per hour or part thereof
Semi-truck (trailer)	4 hours	\$400 MXN / hour	Rate per hour or part thereof

** Payments are made directly on site.

In addition, the following are strictly prohibited in the Loading Bay:

- Exceeding a speed of 10 km/h.
- Blocking emergency vehicles.
- Sleeping inside vehicles.
- Relieving outside the toilets.
- Consuming alcoholic beverages, drugs or any narcotics.
- Engaging in immoral acts or carrying out mechanical work.
- Parking on assembly points or leaving litter.

Fee for a lost ticket in the Loading Bay: \$195 MXN.

It is mandatory to switch on hazard warning lights when operating vehicles within the bay. Expo Guadalajara accepts no liability for damage to the vehicle, theft, or loss of valuables inside it.

8. Plans Approval Process

All custom-designed booths must complete and submit the following technical documentation before beginning setup. Submissions must be sent to operations@itb-americas.com by the deadlines established based on the booth size (see Section 1 of this Guide and the Key Dates table in the Exhibitor Manual).

Required	Specifications
Floor Plan	With precise dimensions, indicating the location of all fixtures, structural elements, and electrical outlets.
Isometric Views	High-resolution renderings showing the booth from all angles.
Electrical Diagram	Specifying total load in Watts and Amperes per circuit.
Structural Calculation Report	Required only for two-story structures or heavy elements. Must include the signature of the responsible engineer.
Liability Insurance	Required for all booths larger than 72 m ² and/or those that include suspended elements or have double-height ceilings. A copy of the current policy covering damage to third parties and the venue during the days of setup, the event, and teardown.
Rigging Plans (if applicable)	Must include the total weight of the structure and load distribution per support point.

IMPORTANT:

No exhibitor or construction company that has not completed the plan approval process within the established deadlines will be permitted to begin setup. Approval is issued by the ITB Americas Operations Committee and is an essential prerequisite for access to the venue.

9. Contact Directory for Builders and Designers

Management	Organization	Contact
Plans approval and Technical Coordination	ITB Americas	operations@itb-americas.com
Rigging, electricity, hydraulics, telecommunications, furniture, and catering	Expo Guadalajara	modulo@expoguadalajara.mx
Forklift and hydraulic pallet jack rental	ITB Americas	operations@itb-americas.com

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