

Exhibitor Operational Schedule for ITB Americas 2026

Failure to meet the established deadlines will result in late fees, loss of preferential rates, or, in extreme cases, denial of access to the venue.

Phase 1. Administrative Procedures

| Deadline | Action Required |
|---------------------|---|
| 28 August | Appointment of the Design and Stand Construction Coordinator. The information must be entered on the Exhibitor registration page. The link will be sent by email as part of the registration process. |
| 4 September | Signing of the Exhibitor's Manual. Send to operations@itb-americas.com |
| 11 September | Submission of graphics for printing (9 m ² stand at no additional charge. Send to operations@itb-americas.com Submission of plans and documentation — stands from 52 m ² . Send to operations@itb-americas.com |
| 30 September | Submission of plans and documentation — stands from 18 to 51 m ² . Send to operations@itb-americas.com Request for additional furniture at no additional charge. Send to operations@itb-americas.com |
| ⚠ 1 October | Full payment of participation fee (directory deadline) |
| ⚠ 16 October | Request for Special Activities at the Stand. Send to operations@itb-americas.com |
| 23 October | Request for additional services from Expo Guadalajara — early bird rate. Send to modulo@expoquadalajara.mx |
| 8 November | Request for additional services from Expo Guadalajara — standard rate. Send to modulo@expoquadalajara.mx |

Phase 2. Set up

| Deadline | Action Required |
|-------------------|--|
| 7 November | Set-up — Custom Stands · 14:00 – 22:00 hrs |
| 8 November | Set-up — Custom Stands · 08:00 – 22:00 hrs Set-up — Package Stands (9 m ²) · 13:00 – 22:00 hrs |
| 9 November | Set-up — Package Stands (9 m ²) · 08:00 – 22:00 hrs Exhibitor access (event days) · 10:00 a 18:00 |

Phase 3. Event

| Deadline | Action Required |
|-------------------------|---|
| 10 November | Exhibitor access begins at 8:00 a.m. Stands must be fully set up and staffed by 9:30 hrs at the latest. Official opening to the public: 10:00 hrs. sharp. |
| 11 - 12 November | Exhibitor access to the venue · Starting at 8:00 hrs ITB Americas 2026, event days · Public hours 10:00 – 18:00 hrs. |

Phase 4. Dismantling

| Deadline | Action Required |
|-------------------------|---|
| ⚠ 12 November | Partial dismantling: furniture and graphics only, excluding structures · 19:00 – 22:00 hrs. |
| 13 - 14 November | Complete dismantling: structures, furniture, and cleaning of the area · 18:00 – 22:00 hrs |

ITB Americas 2026 | Expo Guadalajara | 10–12 November 2026