



Exhibitor’s Checklist for ITB Americas 2026

This document serves as a reference guide for the Design and Stand-building Coordinator and the Exhibitor’s Authorized Representative. It does not replace any of the event’s official documents. For full details of each procedure, please consult the Exhibitor’s Handbook, the Technical and Stand Construction Guide, and the Exhibitor Operational Schedule. Failure to meet any of the deadlines set out here may result in late fees, loss of preferential rates or denial of access to the venue.

All official ITB Americas 2026 documents are subject to updates. Please check the [Download Center](#) regularly to ensure you always have the latest version.

1. Tasks to be completed before the event

Action required	Deadline
<input type="checkbox"/> Appointment of the Design and Stand Construction Coordinator	28 August
<input type="checkbox"/> Signing of the Exhibitor’s Manual	4 September
<input type="checkbox"/> Submission of graphics for printing (9 sqm stands), at no additional charge	11 September
<input type="checkbox"/> Submission of plans and documentation — stands of 52 sqm or more	11 September
<input type="checkbox"/> Submission of plans and documentation — stands from 18 to 51 sqm	30 September
<input type="checkbox"/> Request for additional furniture at no additional charge	30 September
<input type="checkbox"/>  Full payment of participation fee (directory deadline)	1 October
<input type="checkbox"/>  Request for Special Activities at Stand (Form A)	16 October
<input type="checkbox"/> Request for additional services from Expo Guadalajara — early bird rate	23 October
<input type="checkbox"/> Request for additional services from Expo Guadalajara — standard rate	8 November

2. Tasks to be completed the event

Action required
<input type="checkbox"/> Ensure that the Design and Stand-Build Coordinator is present on site throughout the entire stand-build period.
<input type="checkbox"/> Ensure that all stand-build staff wear their official ID badges visibly at all times.
<input type="checkbox"/> Ensure that all staff wear a hard hat, long trousers and closed-toe footwear in the assembly areas.
<input type="checkbox"/> Ensure that all fire hydrants and emergency stations within or on the perimeter of the stand remain uncovered and accessible.
<input type="checkbox"/> Ensure that all floor-level cabling is channeled and covered by the floor covering.
<input type="checkbox"/> Ensure that the design implemented on site matches the project approved by the Organizing Committee.
<input type="checkbox"/> Confirm any queries or necessary adjustments with the ITB Americas Operations team before the end of the set-up day at operations@itb-americas.com

3. Opening Day – November 10

Action required
<input type="checkbox"/> The stand must be fully set up and staffed by 09:30 at the latest.
<input type="checkbox"/> Ensure that the stand is clean and in optimal condition before it opens to the public.
<input type="checkbox"/> Official opening to the public: 10.00 am sharp. No assembly or structural adjustments are permitted from this time onwards.

4. During the Event – November 11

Action required
<input type="checkbox"/> Clean the interior of the stand daily before 09:30.
<input type="checkbox"/> Ensure that the noise level at the stand does not exceed 60 dB outside the time slot from 16:30 to 18:00.
<input type="checkbox"/> Ensure that no activities, furniture or displays obstruct free movement in the aisles adjacent to the stand.
<input type="checkbox"/> Ensure that fire hydrants and emergency routes remain unobstructed and accessible at all times.

5. Dismantling – November 12, 13 and 14

Action required
<input type="checkbox"/> Do not begin removing any materials before the official close of the event on 12 November at 18:00.
<input type="checkbox"/> From 19:00 on 12 November: remove only furniture and graphics, not structures.
<input type="checkbox"/> 13 November from 08:00 to 22:00 and 14 November from 08:00 to 17:00: proceed with the complete dismantling of structures and remaining items.
<input type="checkbox"/> Place all materials, structures and waste in the venue's bins in accordance with Expo Guadalajara's recycling regulations.
<input type="checkbox"/> Leave the area completely clean, free of waste and adhesive tape, and in the same condition as it was received.

6. Official Contact Directory

Department	Organization	Email
Operations	ITB Americas	operations@itb-americas.com
Exhibitor Sales	ITB Americas	exhibitors@itb-americas.com
Additional services, rigging and catering	Expo Guadalajara	modulo@expoguadalajara.mx

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