

Exhibitor's Handbook for ITB Americas 2026

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Event dates:	10 - 12 November 2026
Official venue:	Expo Guadalajara
Address:	Av. Mariano Otero 1499, Verde Valle, 44550 Guadalajara, Jal.
Event hours:	10:00 – 18:00 hrs (exhibitors: 08:00 hrs)
Operations contact:	operations@itb-americas.com

BINDING DOCUMENT

All exhibitors, coordinators, contractors and staff are required to read and comply with this document. Lack of knowledge of its contents does not exempt anyone from liability.

Welcome

Dear Exhibitor:

It is an honor to have you with us at the inaugural edition of **ITB Americas**. This manual has been designed to ensure that your experience as an exhibitor is seamless, safe and in line with the international excellence standards that distinguish the **ITB** brand worldwide.

This document serves as the guiding framework for participation in the event. It contains the general provisions, mandatory deadlines and operating regulations that all exhibitors must be aware of and comply with. For specific technical requirements regarding stand construction, this manual will refer you to the Technical and Stand Construction Guide, a supporting document that must be provided to your stand-building company.

The Organising Committee is available at all times to assist you throughout the process. If you have any queries, please do not hesitate to contact the Operations team at operations@itb-americas.com.

Kind Regards,

ITB Americas Organising Committee

Note on updates:

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

1. Key Dates to bear in mind

Strict adherence to the deadlines below is an essential condition for participation. Failure to meet these administrative deadlines will result in late fees, the loss of preferential rates or, in some instances, refusal of access to the venue.

Action requires	Deadline	Comments
Appointment of Design and Stand Build Coordinator	28 August	The information must be entered on the Exhibitor registration page. The link will be sent by email as part of the registration process.
Signing of the Exhibitor's Manual	4 September	Send to operations@itb-americas.com
Submission of graphics for printing (9 m ² stand at no additional charge	11 September	Send to operations@itb-americas.com
Submission of plans and documentation — stands from 52 m ²	11 September	Send to operations@itb-americas.com
Submission of plans and documentation — stands from 18 to 51 m ²	30 September	Send to operations@itb-americas.com
Request for additional furniture at no additional charge	30 September	Send to operations@itb-americas.com
⚠ Full payment of participation fee (directory deadline)	1 October	Without this payment, you will not be permitted to take possession of the stand
⚠ Request for Special Activities at the Stand	16 October	Send to operations@itb-americas.com
Request for additional services from Expo Guadalajara — early bird rate	23 October	modulo@expoguadalajara.mx
Request for additional services from Expo Guadalajara — standard rate	8 November	modulo@expoguadalajara.mx
Set-up — Custom Stands	7 – 9 November	7 nov: 14:00 - 22:00 hrs 8 nov: 08:00 - 22:00 hrs 9 nov: 08:00 - 16:00 hrs
Set-up — Package Stands (9 m ²)	9 November	9 nov: 10:00 - 16:00 hrs
Exhibitor access (event days)	10 – 12 November	From 08:00 hrs
Event days — public opening hours	10 – 12 November	10:00 – 18:00 hrs
Dismantling	12 – 14 November	12 th nov: 19:00 - 22:00 (furniture and graphics only) 13 th nov: 08:00 - 22:00 hrs 14 th nov: 08:00 - 17:00 hrs

2. Operating Regulations and General Provisions

2.1 Exhibitor's Responsibility

The exhibitor is solely responsible for the conduct of its staff, suppliers, and contractors during the set-up, event, and dismantling phases. The exhibitor shall be fully liable for any damage caused to the venue or to third parties.

2.2 Third-Party Liability Insurance

It is mandatory to have a valid liability insurance for all stands larger than 72 m² and/or those featuring suspended elements or double-height structures. The policy must cover damage to third parties and the venue during the set-up, event and dismantling phases, and must be submitted as part of the required technical documentation within the deadlines set out in the official schedule.

2.3 Design and Stand Construction Coordinator

Each exhibitor must appoint a Design and Stand Construction Coordinator by 28 August. This person will act as the sole authorized point of contact with the Organizing Committee and will be responsible for the following tasks:

- Compliance with regulations: reviewing and officially signing the Exhibitor's Manual.
- Submission of technical documentation: managing the submission of architectural plans, renderings and structural calculations.
- Management of graphic material: submission of high-resolution, print-ready files (applicable only to 9 m² modular stands).
- Coordination of services: requesting and managing technical requirements (electricity, assembly and furniture).
- On-site supervision: presence and supervision during the assembly and dismantling phases, in full compliance with industrial safety protocols.
- Regulatory distribution: provide a full copy of the Exhibitor's Manual and the Technical and Stand Construction Guide to the company or contractor responsible for stand assembly and instruct them to regularly check the [Download Centre](#) on itb-americas.com to ensure they are always working with the latest version of both documents. Lack of knowledge of updates made after the initial handover does not exempt the exhibitor or the coordinator from their responsibilities.

All technical, graphic, and administrative documentation must be submitted by email to operations@itb-americas.com. On-site supervision takes place directly at the venue during the set-up and dismantling phases.

IMPORTANT:

Exhibitors who have not completed the signing, acceptance and submission of the required documents within the established deadlines will not be permitted to commence assembly.

2.4 Employment Relationship

The Organizing Committee and ITB Americas have no employment relationship with the staff hired by the exhibitor. The exhibitor must provide evidence that its staff and stand builders are covered by social security (IMSS) or hold valid accident insurance.

2.5 Exclusive Use and Non-Transferability of the Space

The exhibitor commits not to assign, donate, sell, rent, transfer or share the allocated space, or any part thereof, without the prior written authorization of the Organizing Committee.

2.6 Right to Reconfigure the Exhibition Space

The Organizing Committee reserves the right to make changes to the original exhibition layout in order to optimize the event. In such circumstances, the primary aim will be to minimize the impact on exhibitors who have fully booked and paid for their exhibition space.

3. Set-up

You may only take possession of your allocated area once the full participation fee has been paid in full, before 1 October.

3.1 Access to the Venue and Accreditation

- **No minors allowed:** In accordance with Civil Protection and industrial safety protocols, access by people under the age of 18 is strictly forbidden during the set-up and dismantling phases.
- **Set-up accreditation:** The Organizing Committee will authorize general access for exhibitors and set-up companies, strictly subject to the operating hours set out in the official schedule.
- **Personal Protective Equipment (PPE):** The use of a helmet, long pants and closed-toe footwear is mandatory in all set-up areas.

3.2 Shipments and Goods' Storage

To facilitate the logistics of your materials during the setup days, ITB Americas provides exhibitors with a temporary storage space of limited capacity. This service functions exclusively as transitional logistics support during the setup phases established in the official schedule; **it is not a permanent storage or warehousing service.**

The service is subject to the following conditions based on the size of the contracted booth:

- **9 m² booths:** Maximum capacity of half a pallet (skid), with dimensions not exceeding 120 x 80 x 90 cm and a maximum weight of 150 kg.
- **18 to 51 m² booths:** Maximum capacity of 1 pallet, with dimensions not exceeding 120 x 80 x 150 cm and a maximum weight of 300 kg.
- **52 m² or larger booths:** Maximum capacity of 1 full pallet, with dimensions not exceeding 120 x 80 x 180 cm and a maximum weight of 500 kg.

Shipping, Receiving, and Labeling Conditions:

- **Strict Dates and Hours:** Deliveries and package intake will only take place on **November 7 and 8, between 9:00 AM and 6:00 PM.** No packages will be accepted outside of these hours or on days prior.
- **Mandatory Labeling:** All materials must arrive properly **strapped (secured with heavy-duty bands or tape)**, wrapped in stretch film, and clearly labeled using the following format to ensure easy identification:

Event: ITB AMERICAS — EXPO GUADALAJARA, SALÓN JALISCO B

Company: [Company Name]

Booth No.: [Number]

Coordinator: [Name and contact details of the Design and Setup Coordinator]

- **Venue Entry Instructions:** Upon arriving at the marshalling yard (patio de maniobras), the delivery driver or courier must report to **Gatehouse #1 (Av. Faro and the intersection with Av. de las Rosas)** and state the purpose of their delivery. Instructions regarding the specific loading dock (door number) will be provided there. Once at the assigned loading dock, the **organizing committee** will receive and secure the packages. (We strongly recommend that exhibitors maintain direct communication with their transport provider to streamline this process).

Reservation Process and Final Retrieval:

- To confirm the use of this service, the exhibitor must contact operations@itb-americas.com at least **15 calendar days prior to the start of setup**, providing all required information, **including the arrival date and the volume/dimensions of the packages**. Space will be assigned strictly on a first-come, first-served basis once all complete information is received, until available capacity is exhausted.
- **Final Retrieval Deadline:** All materials must be retrieved by the coordinator **no later than November 9 at 1:00 PM**. Because this is strictly a temporary logistics support space, any unclaimed materials after this deadline will be disposed of or removed from the area to clear space prior to the official opening of the event, **releasing the organizing committee from any responsibility regarding such uncollected items**.

ITB Americas shall not be held responsible for any loss, damage, or misplacement of materials during their stay in the storage area.

3.3 Stand Standards — Reference to Technical Guide

Detailed technical specifications for the construction and design of stands — including classification by type, height regulations, permitted materials, electrical installations, rigging and the plan approval process — are set out in the Technical and Construction Guide for ITB Americas, a supporting document which the Design and Assembly Coordinator is required to provide to your stand-building company.

It is the sole responsibility of the Design and Assembly Coordinator to verify that the design executed on site fully complies with the project approved by the Organizing Committee. Any modifications made during assembly that have not been previously authorized may result in the suspension of work or the application of corrective measures in accordance with the Operating Regulations.

9 m² Stand Options

The 9 m² stands are available in three options, each with different elements included. In all cases, any additional customization must be self-supporting or applied using static vinyl; drilling, painting or damaging the modular structure is prohibited.

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 270 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.

The following summarizes the key maximum limits for all stands:

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.

Flooring — Mandatory Requirement

All open-plan stands must cover their entire floor area with carpet, laminate flooring, wooden flooring or professional-grade vinyl flooring. It is strictly forbidden to leave the venue's concrete floor exposed. The venue does not provide carpet for open-plan spaces; exhibitors are responsible for arranging this themselves.

Only easily removable double-sided tape or duct tape may be used to secure the flooring. The use of contact adhesives or high-strength glues is prohibited. Any damage to the floor resulting from failure to comply with this provision will be charged directly to the exhibitor.

The Organizing Committee reserves the right to halt assembly 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 assembly day. All floor-level cabling must be covered by the installed flooring. The stand may not open to the public if the surface is not completely covered with certified fire-retardant materials that are properly tensioned.

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.

3.4 Loading Bay — Loading and Unloading

Access to the Expo Guadalajara loading bay is subject to the authorized times set out in the venue's official calendar. Each type of vehicle includes a certain amount of free usage time. Once that time has expired, a penalty will be charged for each additional hour or fraction of an hour according to the rates listed 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.

3.5 Fire Hydrants and Emergency Routes — No Obstructions

DIRECT INSTRUCTION:

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.

3.6 Work at Height

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

- **Specific PPE:** 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.

3.7 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.

All loading, towing or lifting equipment that the exhibitor or their stand-fitting company requires to use within the exhibition areas — including forklifts, hydraulic skids, trolleys, platforms and hand trucks — must have prior authorization from Expo Guadalajara and use pneumatic or rubber tires that do not damage the venue floor. Equipment that does not comply with these specifications will not be permitted to operate.

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

3.8 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 comply with the specifications is detected, the exhibitor must make the necessary adjustments immediately. If this is not rectified, the Committee may order the removal of the element without any liability on the part of the Organizer.

3.9 Additional Venue Services

The following services must be booked directly with Expo Guadalajara via email at modulo@expoguadalajara.mx. The ITB Americas Organizing Committee is not involved in the booking process and accepts no responsibility for the provision of these services.

Expo Guadalajara's documents regarding additional services and catering, including early-bird and standard rates, are available to download from the [Download Center](#) on itb-americas.com. We recommend arranging the required services within the early-bird rate period to secure the most favorable terms.

1. **Rigging:** fixing points on the structure and motors (exclusive venue service).
2. **Electrical and hydraulic supplies:** power sockets (127V, 220V, 440V), water points and compressed air.
3. **Telecommunications:** symmetrical and asymmetrical internet, and custom SSID.
4. **Catering and food:** the contracting of food and beverage services within the stand is managed directly with the venue and is subject to its exclusivity agreements with suppliers. The exhibitor is responsible for always complying with the health regulations in force in Mexico and with the alcohol regulations of the State of Jalisco.

Exception: Requests for the hire of additional furniture — including chairs, tables, armchairs, display cabinets, screens, and banners — must be submitted directly to ITB Americas at operations@itb-americas.com no later than September 30th, 2026. Requests received after this date will be subject to an additional charge of 30% over the standard cost of the requested items. Requests submitted during the assembly phase or event days will be subject to a delivery lead time of up to 24 hours from order confirmation.

Technical set-up items relating to the venue's facilities are to be arranged directly with Expo Guadalajara at modulo@expoguadalajara.mx.

3.10 Parking Lot

The parking lot is an exclusive service provided by Expo Guadalajara. The pricing terms are as follows:

- The first 15 minutes are free of charge.
- From the 16th minute until the end of the first hour: \$35 MXN.
- After the first minute of the second hour onwards, an additional \$20 MXN is charged for every 30 minutes.
- The car park is open from 08:00 to 23:59.

Fee for a lost car park ticket: \$240 MXN.

4. Operations During the Event

4.1 Official Opening of the Event and Stand Set-up

On the opening day of ITB Americas 2026, 10 November, all stands must be fully ready and staffed by 09:30 at the latest. The fair will open its doors to the public at 10:00 sharp, and no assembly, furniture adjustment or installation work will be permitted within the exhibition halls from that time onwards.

4.2 Accreditation and Official Badge

Accreditation cards will be printed and issued on-site at the registration desks set up within Expo Guadalajara. The official badge is personal and non-transferable and must be worn visibly at all times during the event. Security staff will deny access to anyone who is not wearing it.

Registration times are as follows:

Exhibitors: registration will be available from the 9th of November, 10:00–18:00 hrs., and on the days of the event — 10th, 11th and 12th of November — from 08:00 hrs.

Exhibitors are advised to register on the 9th of November to speed up access on the opening day and ensure they are present at the stand at 09:30 hrs. as required.

4.3 Noise Control and Special Activities

The Organizing Committee guarantees an environment conducive to networking and high-level negotiations. Consequently, noise control and crowd management are governed by the following rules:

A. Noise Limits

- Maximum permitted level within any stand: 60 dB, measured at the perimeter of the stand.

- Increasing the noise level or carrying out activities involving amplified music is only permitted between 16:30 and 18:00. Outside these hours, any noise exceeding 60 dB will be penalized.

B. Authorization of Special Activities:

Any activity which, by its nature, involves music, high-volume audio, live performances, shows or activities that generate crowds in the aisles must be notified and approved in advance using the Special Activities Application Form, before 16 October.

The Committee will assess the application based on the noise impact and the crowd management plan. Activities that obstruct free movement in the aisles will not be permitted.

C. Authority to take action:

- The Committee will monitor sound levels using specialist measuring equipment.
- In the event of non-compliance, an initial warning will be issued. Should the infringement persist, the Committee reserves the right to cut off the power supply to the stand or cancel the activity immediately, without any entitlement to a refund or compensation.

4.4 Cleaning

- The cleaning of aisles and common areas is the responsibility of the Organizing Committee.
- The internal cleaning of the stand is the sole responsibility of the exhibitor and must be carried out daily before the event opens at 10:00 hrs.

4.5 Catering at Stands

The contracting of food and beverage services is handled directly with Expo Guadalajara. The applicable terms, conditions, restrictions and rates are detailed in the additional services and catering documents available in the [Download Centre](#) on itb-americas.com. To begin the process, please contact Expo Guadalajara via modulo@expoguadalajara.mx.

The exhibitor is responsible for always complying with the health regulations in force in Mexico and with the alcohol regulations of the State of Jalisco applicable to food and beverage service within their stand.

4.6 Prohibitions During the Event

The following provisions are mandatory throughout the three-day event and apply to all exhibitors, their staff and contractors:

- The distribution of political information in any format—posters, leaflets, pamphlets or other materials—is strictly prohibited, as is the inclusion of political statements or messages in the design, decoration or signage of the stand. ITB Americas is an international and non-political trade event.
- No construction work, structural modifications, or major alterations will be permitted within the venue during the event. Only minor adjustments, light maintenance or final touches that do not generate excessive noise, pose safety risks or affect neighboring stands, or the running of the event will be authorized.
- It is prohibited to affix posters, stickers, or any other type of promotional material to walls, columns, floors, or surfaces outside the perimeter of the allocated stand.
- No exhibitor, staff member or contractor may commence packing, dismantling or removal of materials before the official closing of the event on the 12th of November at 18:00hrs. The Organizing Committee accepts no liability for loss, theft or damage to materials or items left unattended inside or outside the stand.
- Animals are not permitted on the premises, apart from duly accredited service animals.
- Unless expressly authorized in writing by the Organizing Committee, the direct sale of food, drink or any other product within the stand is prohibited. Where authorization has been granted, products must be displayed with prices clearly visible, and the exhibitor shall be responsible for obtaining all necessary authorizations from the relevant commercial and health authorities.

5. Code of Conduct

All exhibitors, visitors, suppliers and staff involved in ITB Americas 2026 must always conduct themselves in a professional and respectful manner, in line with the event's international standards.

It is strictly forbidden to enter the venue with weapons of any kind, or with suitcases or bulky items that may compromise safety or mobility within the premises. The Organizing Committee and Expo Guadalajara reserve the right to refuse admission and to remove anyone from the event.

Discriminatory, aggressive or harassing behavior, or behavior that jeopardizes the physical or emotional well-being of individuals, or poses a risk to the venue's facilities, will not be tolerated. Respect, inclusion and ethical behavior are mandatory conditions for participation and apply without exception during the set-up, event and dismantling phases.

Failure to comply with these provisions entitles the Organizing Committee to withdraw the offender's accreditation and request their immediate removal from the venue, without this giving rise to any right to a refund or compensation.

6. Dismantling

Dismantling begins on the 12th of November at 19:00 hrs., limited to furniture and graphics (excluding structures). For the 13th of November between 08:00 hrs. and 22:00 hrs., and 14th of November between 08:00 hrs and 17:00 hrs., full dismantling will take place.

EXHIBITOR'S OBLIGATION:

No company or contractor may remove materials before the official closing of the event. The exhibitor must hand over the floor space completely free of debris and adhesive tape. Failure to comply with this rule will result in additional charges being levied on the exhibitor.

Exhibitors must remove all their materials, structures and waste within the specified times and place them in the venue's designated containers, in strict compliance with Expo Guadalajara's recycling regulations.

The penalty for each abandoned wooden crate is MXN 11,108.00 plus VAT and will be invoiced directly to the responsible exhibitor.

The allocated area must be handed over completely clean, free of waste, adhesive tape and any other materials, and in the same condition as it was received at the start of the stand build-up. Failure to comply with this provision will result in additional charges payable by the exhibitor.

7. 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

** Expo Guadalajara will provide the additional services documents setting out the applicable rates and conditions for the provision of catering, furniture, electricity, telecommunications and other venue services. These documents will be made available in accordance with the periods set out in the official exhibitor's schedule.

8. General Recommendations

To ensure a successful and smooth-running event, the Organizing Committee asks you to take the following points into consideration:

- **Official communication:** please communicate exclusively via the official ITB Americas channels. Any technical queries must be submitted in writing at least 30 days before the start of the stand build.
- **Timetable:** Adherence to the established deadlines is mandatory. Failure to comply will result in charges, loss of preferential rates or, in critical cases, denial of access to the venue.
- **Responsibility towards suppliers:** the Design and Stand Build Coordinator must provide a full copy of this manual and the Technical Guide to their stand construction company. The supplier's lack of knowledge of the regulations does not exempt the exhibitor from their responsibilities.
- **Current version:** check the [Download Centre](#) on itb-americas.com regularly to ensure you have the latest version of all documents.

A Shared Commitment

We are convinced that your participation in **ITB Americas 2026** will be a highly productive experience for your organization and a significant opportunity to engage with the tourism industry at both regional and international levels. The Organizing Committee has designed every process and provision in this manual with the aim of ensuring that your presence at the event is flawless, safe, and worthy of the standards that distinguish the ITB brand worldwide.

We invite you to read the **Terms and Conditions Agreement** carefully on the following page before signing. By signing it, you and your Design and Stand Build Coordinator are formalizing a commitment that forms the basis of a successful collaboration and the experience we will build together at Expo Guadalajara.

Welcome to **ITB Americas 2026**.

Terms & Conditions Agreement

This section must be completed, signed and sent to operations@itb-americas.com to complete the registration process. The deadline is 4 September 2026.

The Design and Stand Build Coordinator hereby declares that they have received, read and fully understood the **ITB Americas 2026 Exhibitor Manual** and all supplementary documents forming part of it, in the current version available at [Download Centre](#) on itb-americas.com.

By signing this document, the exhibitor and their Design and Stand Build Coordinator agree to comply fully with all the provisions, regulations and deadlines set out herein, assuming full responsibility for the actions of their staff, suppliers and contractors during their stay at Expo Guadalajara.

Constructor Company:

Stand Number:

Name of Design and Stand Builder:

Name of the Exhibitor's Authorized Representative:

Signature:

Date:

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