

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@expoguadalajara.mx
8 November	Request for additional services from Expo Guadalajara — standard rate. Send to modulo@expoguadalajara.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
9 November	Set-up — Custom Stands · 08:00 – 16:00 hrs Set-up — Package Stands (9 m ²) · 10:00 – 16:00 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

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