



EXPO **LATAM**.TECH
CANCÚN - MEXICO
25-26 SEPTEMBER 2024

Focus

1. Market Focus

expoLATAM.tech is a new boutique exhibition focussing on the professional entertainment technology market encompassing lighting, sound, video and staging, used in both fixed installations and the live and touring environment.

2. Target Audience - Geographical/Market Sector

expoLATAM.tech will be tailored towards the distributor, dealer, rental house, installers, end users and technical and production individuals operating in Mexico, Central America, South America and the Caribbean regions.

3. Target Exhibitor

expoLATAM.tech's exhibitor base will consist of manufacturers, distributors, rental houses and associated suppliers.

4. Regional Opportunities

Mexico, Central America, South America and the Caribbean are all entertainment focussed regions, whether through their strong musical culture or tourism industries. Latin music is recognised as the fastest growing genre for music derived revenue, and has shown year-on-year growth for the last 10 years. Music Festivals are growing and expanding within the region, including Lollapalooza, Vina del Mar International Song Festival, Primavera Sound, Knotfest and Rock in Rio. The combination of a growing touring market and continued investment in venues makes the region an attractive area to invest in.

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Location

Why Mexico?

Mexico is the geographical centre of the Americas, situated on the base of North America its position makes it the natural conduit between North America, Central America, South America and the Caribbean regions.

Why Cancun?

Cancun is situated in the Mexican state of Quintana Roo, known as the Riviera Maya. The area is a major tourism destination and includes multiple entertainment venues, theme parks and high-end resorts. Cancun Airport is the largest in Mexico having nearly 50 airlines using it and serving 123 destinations in 27 countries.

Cancun Exhibition Center

The Cancun Exhibition Center is a flexible modern venue offering multiple opportunities to exhibit and display products as well as multiple rooms to conduct training or product demonstrations. Located in the Hotel District it is walking distance from an abundance of hotels and restaurants and is only 30 minutes from Cancun airport.

Where:

Cancun Exhibition Center
Blvd. Kukulcan Km. 9,
Punta Cancun, Zona Hotelera,
77500 Cancun, Q.R., Mexico

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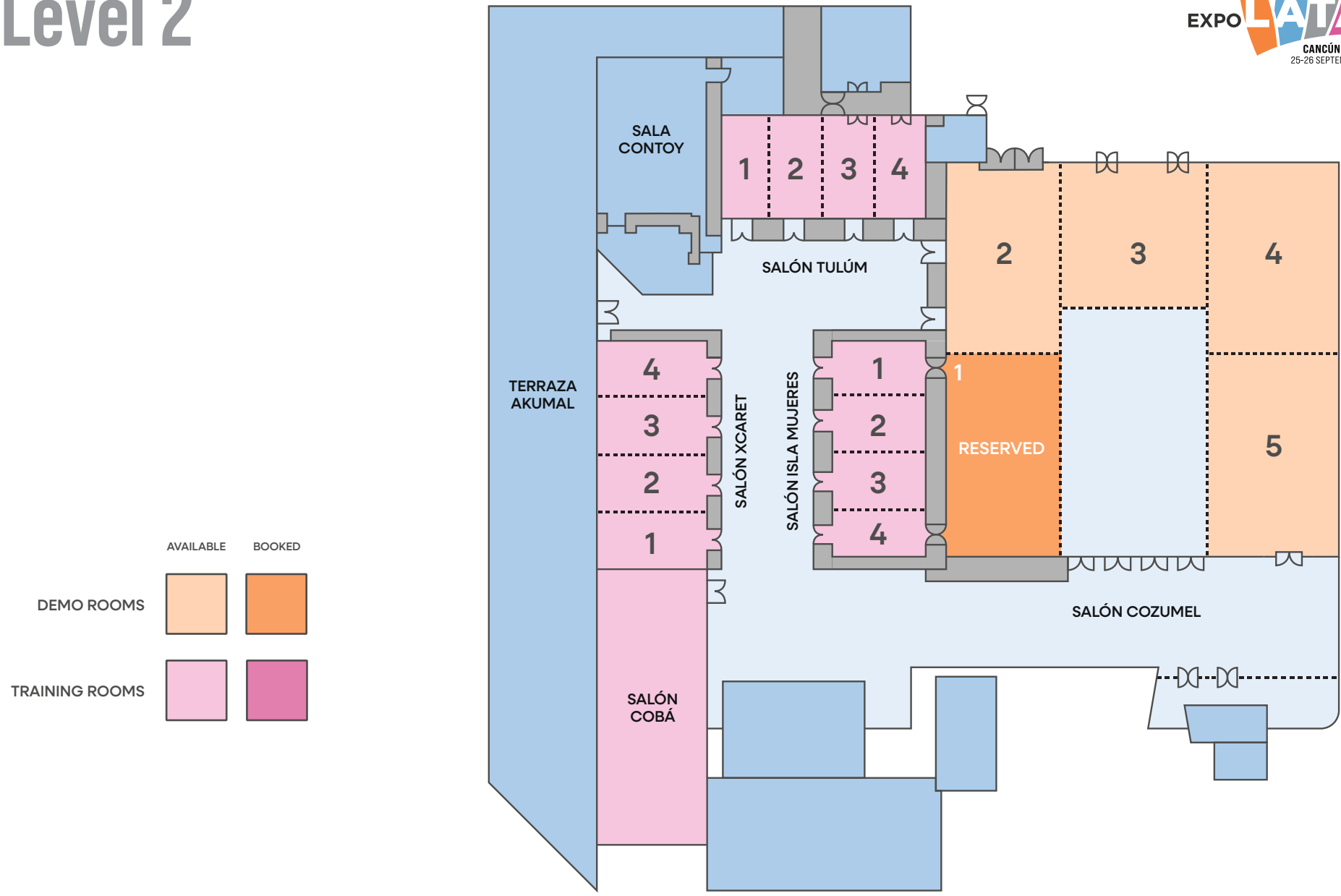


Exhibition Floor

	AVAILABLE	BOOKED
49 SQM		
35 SQM		
21 SQM		
9 SQM		



Level 2



Rates

The costs for exhibiting are:

Cost per Square Metre - \$300.00 (Includes shell scheme plus carpeting)

- 49 sq m booth (approx. 527 sq ft) - **\$14,700**
- 35 sq m booth (approx. 375 sq ft) - **\$10,500**
- 21 sq m booth (approx. 226 sq ft) - **\$6,300**
- 9 sq m booth (approx. 96 sq ft) - **\$2,700**

The costs for Demo/Training rooms

Rooms can only be booked if a stand is held on the show floor

- Salón Tulúm Training room - **\$3,000**
- Salón Xcaret Training room - **\$3,000**
- Salón Isla Mujeres Training room - **\$3,000**
for a 12-person classroom style (multiple rooms can be booked to expand the size)
- Salon Coba Training Room / Demo Room - **\$8,500**
for a 36-person classroom or demo space
- Salon Cozumel Demo Rooms - **\$7,500**
216 sq m (approx. 2325 sq ft)

All costs are quoted in US Dollars

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Exhibitors

As of Late February 2024

Here are just some of the companies exhibiting at expoLATAM.tech



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Introducing...



Established in 1984, **Mondiale Media Ltd** publishes international business to business magazines and websites that range across the hospitality, entertainment technology and architectural markets.

Our market leading titles include **MONDO-DR**, **Total Production International (TPI)**, **TPiMEA** and **MONDO | STADIA**.





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