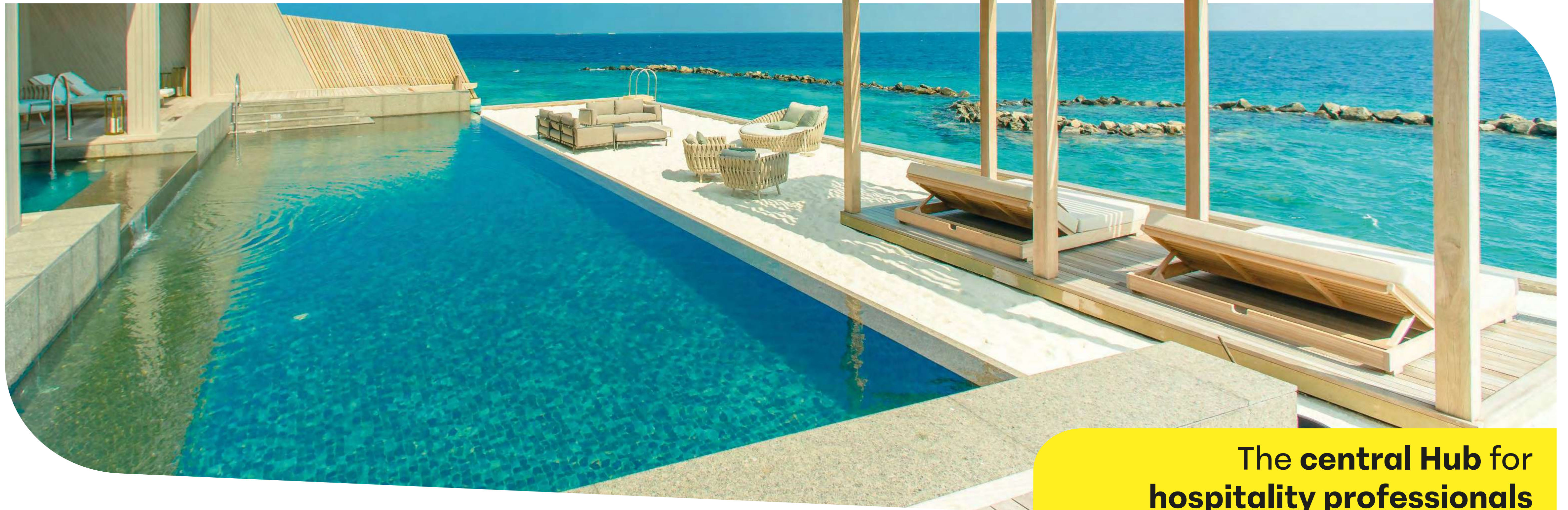


MÉXICO HOSPITALITY EXPO

Powered by
Hostelco
FOODSERVICE SOLUTIONS TRADE SHOW


EXPOGUADALAJARA
• EL RECINTO DE LOS GRANDES EVENTOS •


Fira Barcelona
INTERNATIONAL



The **central Hub** for
hospitality professionals

October 6-8 2026
Expo Guadalajara | Jalisco, México

mexicohospitalityexpo.com
   México Hospitality Expo
#MHExpo26 #MexicoHospitalityExpo

A meeting point for leading **players in the hospitality, horeca, wellness, and contract industries**, where suppliers of products and services come together in an environment driven by **innovation and sustainability** to meet the growing demand across **North, Central, and South America, and the Caribbean.**

October 6–8 2026
Expo Guadalajara | Jalisco, México

MÉXICO
HOSPITALITY
EXPO
Powered by
HOSTELCO

MUSEUMS & CULTURAL

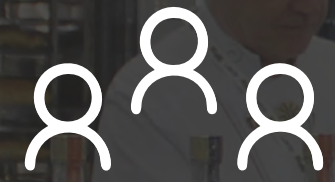
EXPO GUADALAJARA
VIA MUSEO DE LAS AMÉRICAS

Fira Barcelona
MUSEO DE LAS AMÉRICAS

MÉXICO
HOSPITALITY
EXPO
HOSTELCO

Key figures 2026

Second edition



5000

Visitors and
Hosted Buyers

15% international North America,
Central America, South America
and the Caribbean



+200

Exhibitors



9000 sqm

Total surface area



+300

Business meetings



+50

Speakers



12%

International
exhibitors

October 6–8 2026
Expo Guadalajara | Jalisco, México

Strategic Alliance



October 6-8 2026
Expo Guadalajara | Jalisco, México



It is the largest convention center in Mexico, hosting 70% of the most important exhibitions in Latin America



- 90,000 sqm of exhibition floor
- 2.1 million visitors per year
- 32 meeting rooms
- +600 events during 2023
- \$36,750 million pesos in economic impact

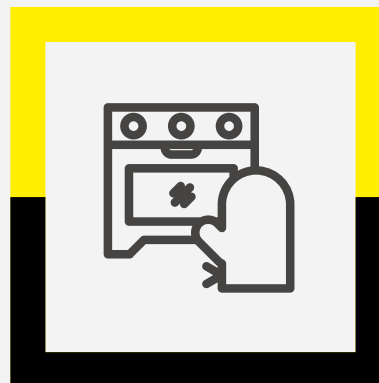


Fira de Barcelona, officially founded in 1932, is a leader in the Spanish trade fair market and one of the most important trade fair organizations in Europe

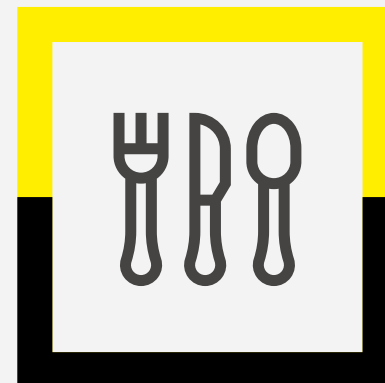


- 500,000 sqm of total exhibition space across three venues
- 2.5 million visitors per year
- Delegations and representatives from 14 countries around the world
- +270 trade fairs, congresses and events held per year
- 4,700 M€ economic impact on Barcelona and its surroundings

Exhibitors



Foodservice
equipment



Tableware and
table service



Technology and
entertainment



Design and
decoration



Coffee, bakery,
pastry, and
ice cream



Delivery, transportation
and services



Food and
non-alcoholic
beverages



Wellness and
outdoor spaces



Alcoholic
beverages

Visitors



Hotel chains



Accommodation



Restaurants, cafeterias,
franchises



Hospitals and
wellness centers



Spas and
beauty centers



Distributors
and traders



Contract
(architecture,
interior design)



Chefs and
culinary schools

Reasons to participate



Brand positioning



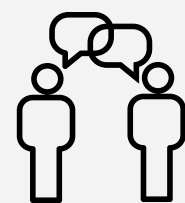
Direct contact with current and potential customers



Increase business opportunities



International reach



Networking



Innovation



Activations



General layout



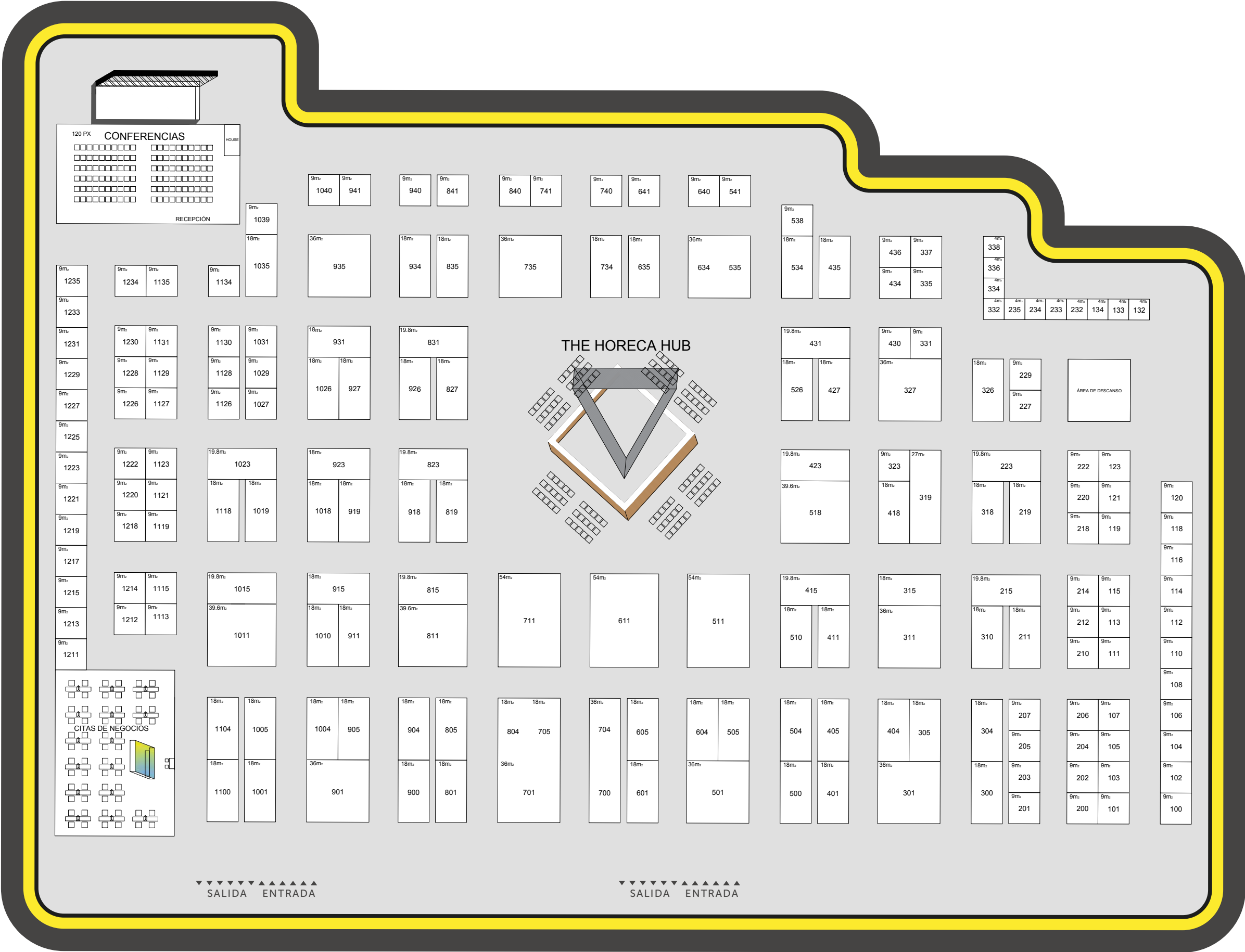
JALISCO Hall A & B

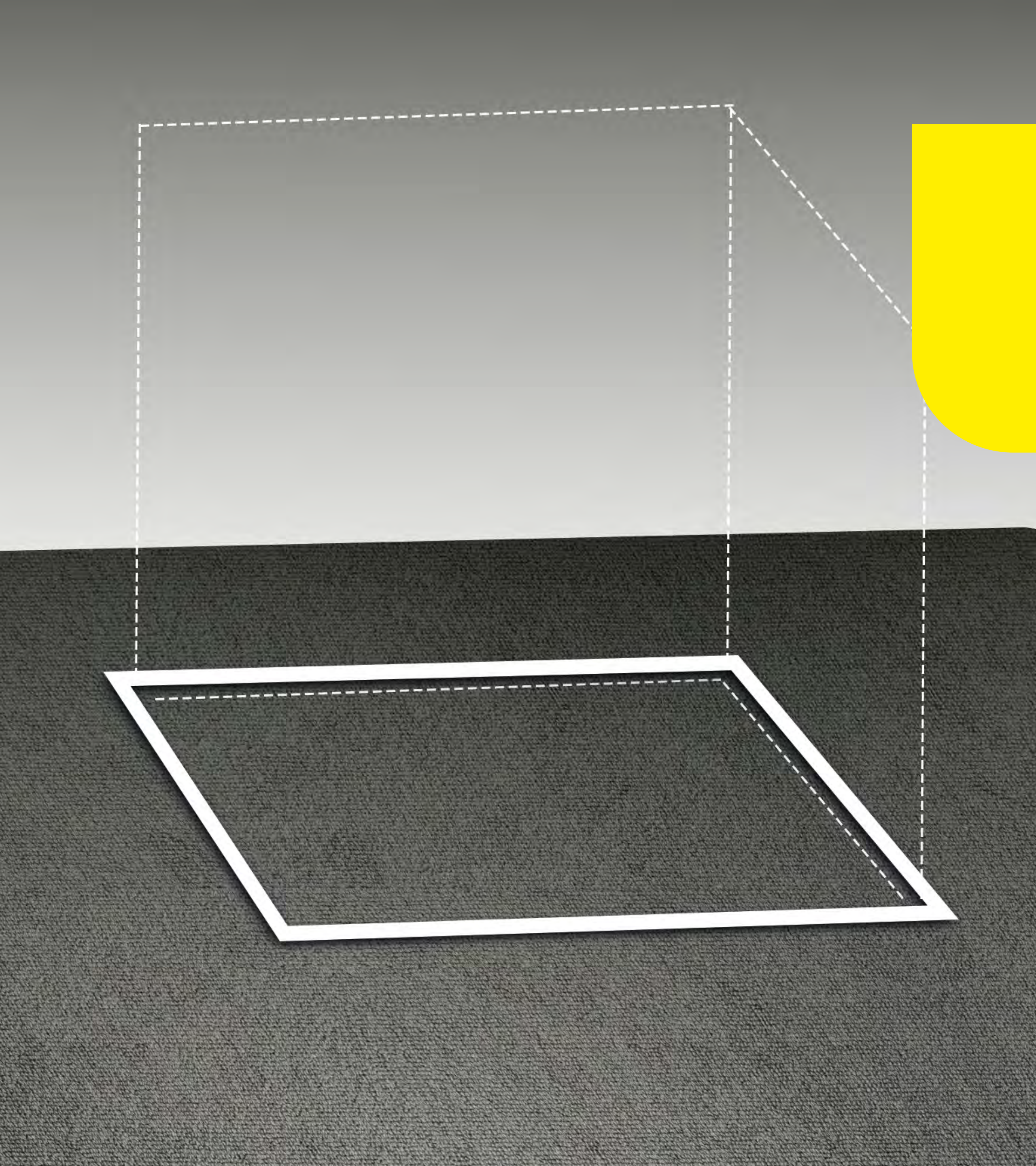
9,000 sqm

MÉXICO
HOSPITALITY
EXPO

Powered by
Hostelco

FOODSERVICE SOLUTIONS TRADE SHOW





Floor Rental

Personalize your space and create an environment that represents your brand

Includes

- Marked Floor Area.
- Inclusion in the digital directory.
- Dual-polarized 110V electrical outlet (1 per 9 sqm).

Exhibitor Badge

9 sqm	3 Badges
18 sqm	6 Badges
36 sqm	12 Badges

Should you require an additional badge, please contact your executive.

Prices (*)

Space	Price MN	Price Euros
9 sqm	\$47,250.00	2.340,00€
18 sqm	\$94,500.00	4.680,00€
20 sqm	\$105,000.00	5.200,00€
27 sqm	\$141,750.00	7.025,00€
36 sqm	\$189,000.00	9.360,00€
40 sqm	\$210,000.00	10.400,00€
54 sqm	\$283,500.00	14.040,00€

(*) MXN prices + TAX

NOMBRE EXPOSITOR

Basic Stand

Generic set-up with everything you need for a successful business

Includes

- 1 m (3.28 ft) wide x 2.44 m (8.00 ft) high back and side walls made of aluminum system.
- Fascia panel (3m x 30cm) (9.84 ft. x 11.81 in.) with company name and stand number.
- Dual-polarized 110V electrical outlet (1 per 9 sqm).
- 1 round table with 2 chairs and 1 wastebasket per 9 sqm.
- Sustainable carpet in color of choice (subject to availability).
- Inclusion in the digital directory.

Prices (*)

Space	Price MN	Price Euros
9 sqm	\$ 53,500.00	2.650,00€
18 sqm	\$ 102,970.00	5.100,00€

(*) MXN prices + TAX

Exhibitor Badge

9 sqm	3 Badges
18 sqm	6 Badges

Should you require an additional badge, please contact your executive.



Eco Stand

Show your brand and be sustainable in an eco-friendly space with aluminum structure and recycled polypropylene paper.

Includes

- Water-based matte vinyl printing on panels.
- Side printing with company name and stand number in banner style.
- 1 desk with 2 chairs and 1 wastebasket per 9 sqm.
- Sustainable carpet in color of choice (subject to availability).
- Dual-polarized 110V electrical outlet (1 per 9 sqm).
- Inclusion in the digital directory.

Prices (*)

Space	Price MN	Price Euros
9 sqm	\$78,340.00	3.880,00€
18 sqm	\$156,680.00	7.760,00€

(*) MXN prices + TAX

Exhibitor Badge

9 sqm	3 Badges
18 sqm	6 Badges

Should you require an additional badge, please contact your executive.



Premium Stand

Create a customized space to showcase and connect.

Includes

- Sustainable carpet in color of choice (subject to availability).
- Aluminum 90 system with sublimated fabric graphics, 2.40m high (7.87 ft), attached with Velcro.
- Two 12mm panel shelves installed.
- 40cm-high (15.7 ft) marquee with matte vinyl graphic.
- One 1.40m x 1.40m (4.59 ft x 4.59 ft) graphic printed on vinyl mounted on 3mm PVC board (per 9 sqm stand).
- Counter with storage area and lock, with front graphic printed on matte vinyl.
- 1 round table with 2 chairs and 1 wastebasket per 9 sqm.
- Dual-polarized 110V electrical outlet (1 per 9 sqm).
- Planter with natural plants.

Prices (*)

Space	Price MN	Price Euros
9 sqm	\$82,375.00	4.080,00€
18 sqm	\$163,340.0	8.090,00€

(*) MXN prices + TAX

Exhibitor Badge

9 sqm	3 Badges
18 sqm	6 Badges

Should you require an additional badge, please contact your executive.

Results 2025

MÉXICO
HOSPITALITY
EXPO

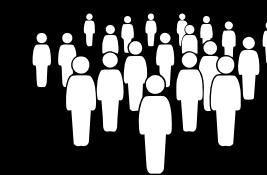
Powered by
Hostelco

FOODSERVICE SOLUTIONS TRADE SHOW

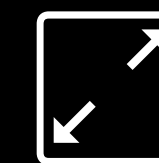


356 million pesos
Economic Impact

Estimated figure according
to the study conducted by
the Technological Observatory
of the University of
Guadalajara (UDG)



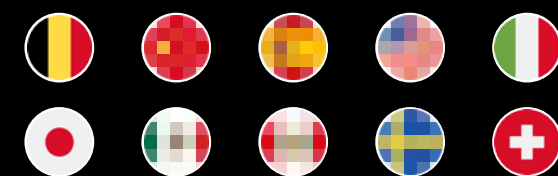
5,000
assistants
+145 exhibitors
+200 brands



7.200 sqm
Total surface area
exhibition + activations



10 countries
across the exhibition floor



80%
Decision makers
CEO, Directors,
Managers



67%
Attending Companies
Restaurants,
accommodations
and traders

Commercial Contact

SALES INTERNATIONAL

Sanderson Melo Sacerdys

International Sales Manager

smelo@firabarcelona.com

(+34) 93 233 2289

(+34) 63 741 6655

