

**NOVEMBER 18 - 20 , 2026**  
EXPO GUADALAJARA

# ***SPONSORSHIPS***

# MAKE YOUR OWN SPONSORSHIP PACKAGE

Sponsorship levels will be classified as follows:



# PRE-EVENT AND DIGITAL

## BENEFITS

Requirement: Minimum space contracted on the exhibition floor: (Sponsorship is independent and exposition floor IS NOT included).



|                                                                                                                                                                                                                                                                                   | Bronze | Silver | Gold | Platinum | Diamond |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|------|----------|---------|
| Brand presence, linked logo to sponsor's website, on STE website.                                                                                                                                                                                                                 | X      | X      | X    | X        | X       |
| 1920x1080 banner in digital directory - design, information and artwork provided by sponsor.                                                                                                                                                                                      | X      | X      |      |          |         |
| 1920x450 banner in digital directory - design, information and artwork provided by sponsor.                                                                                                                                                                                       |        |        | X    | X        | X       |
| Brand Presence through a banner and link to sponsor's website by Mailing. Newsletter addressed to our entire database of the event. Design developed by the sponsor and the committee (subject to brand image guidelines and individual review for each company).                 | 6      | 4      | 2    |          |         |
| Brand and booth promotion advertisements on the event's social media channels. Design developed ' by the sponsor and the committee (subject to brand image guidelines and individual review for each company).                                                                    | 7      | 5      | 4    | 2        | 1       |
| Posts featuring launches, articles, industry news, and new products on the event's social media channels prior to STE 2026 (Facebook and LinkedIn). Design developed by the sponsor and the committee (subject to brand image guidelines and individual review for each company). | 5      | 3      | 1    |          |         |
| Recording of short video capsules for social media, scheduled and coordinated in advance with the organizing committee (prior to or during the event).                                                                                                                            | 3      | 2      | 1    |          |         |
| Logo on pre-registration website                                                                                                                                                                                                                                                  | X      | X      |      |          |         |
| Webinar                                                                                                                                                                                                                                                                           | 1      |        |      |          |         |
| Promotion e-mail «In name of» post-event.                                                                                                                                                                                                                                         | X      | X      |      |          |         |

# PRESENCE on Media

Requirement: Minimum space contracted on the exhibition floor: (Sponsorship is independent and exposition floor IS NOT included).



Management of interviews/video capsules with partner media.

X

X

X

Mention as an official sponsor during the STE 2026 press conference *(subject to availability)*.

X

X

X

# BENEFITS on Site

Requirement: Minimum space contracted on the exhibition floor: (Sponsorship is independent and exposition floor IS NOT included).



Complimentary passes to W26 event.

2

2

1

1

1

Invitation to participate with an expert panelist in a session at the Smart Insights Theater during the event.

2

1

1

Logo displayed on the entrance arch of STE 2026 (According to sponsorship level).

X

X

X

X

X

Logo on STE 2026 volunteer t-shirts.

X

X

X

X

X

Access to VIP area.

3

2

1

1

1

Brand presence on the STE 2026 Media Wall (According to sponsorship level) (Pending confirmation).

X

X

X

Brand presence at the Industry Night 2026, on the welcome backdrop (According to sponsorship level).

X

X

X

X

X

Right to use "sponsor" badge in your own promotional materials. Provided by the committee.

X

X

X

X

X

The background is a vibrant red with abstract, flowing, liquid-like shapes that create a sense of movement and depth. A horizontal band of a slightly different shade of red runs across the middle, serving as a backdrop for the text.

***SMART EXPERIENCES***

# INDUSTRY NIGHT

4

co-sponsorships

**\$10,000 USD**



In a world where strategic decisions are built on authentic connections, **Industry Night** becomes **the most exclusive meeting point** for those transforming the industry.

This event brings together directors, key buyers, technology visionaries, strategic partners, thought leaders, and our most influential network of VIP guests. A space carefully designed for conversations to flow, alliances to emerge, and opportunities to materialize in an elegant, relaxed, and memorable setting.

**SOLD OUT!**

# Sponsoring Industry Night

is ***much more*** than placing a logo:

it means being part of the circle where ideas, collaborations, and decisions that drive the future of the industry are born.

Take advantage of this ***unique experience*** to elevate your brand positioning in a premium environment where camaraderie, innovation, and leadership naturally converge.

## NETWORKING

**Brand activation** in a **10 sqm** space **assigned by the organizing committee.**

**Mention as a sponsor** during the Industry Night 2026 welcome speech.



(Development is the responsibility of the sponsor and subject to approval by the organizing committee).

**ONE DRINK, ONE CONVERSATION, ONE MOMENT...  
COULD BECOME YOUR NEXT BIG BUSINESS OPPORTUNITY.**

# ROBOT HALL OF FAME

(Activation at main entrance)

8

Spaces for robot

**\$5,000 USD**

(4 available spaces)

## THE PACKAGE INCLUDES:

***Brand activation*** in a space for robot at the expo **MAIN ENTRANCE**, assigned by the organizing committee. (Based on measurements)

(Development and programming of the robot are the responsibility of the sponsor, subject to approval by the organizing committee to ensure that everyone follows the same guidelines for the pavilion's image).



\*All sponsorships are quoted in USD. Prices do not include VAT (16%).

# WORK SHOPS

5  
spaces

**\$4,000 USD**

(2 available spaces)



**4-hour workshop at the Smart Skills Stage**, including the delivery of diplomas to attendees featuring both the sponsor's brand and the event. Additionally, if the sponsor is authorized, they may issue an **official certification**.

(Materials are the responsibility of the sponsor, and the content must be exclusively training-related, NOT COMMERCIAL).

# KEYNOTE SPEAKER

5

Sponsorships  
available

**\$15,000 USD**

**Be recognized as as the sponsor of the  
keynote presentation.**

## THE PACKAGE INCLUDES:

- Mention as sponsor before the keynote presentation.
- Mention as sponsor in the conference agenda.
- Meet & Greet for two team members with a high-level speaker.\*
- Promotion using the sponsor's image on social media and other media outlets.

\*Subject to confirmation and speaker availability.  
Sponsor proposals for speakers are accepted.



# VIP ZONE

1

Sponsor  
available

**\$8,000 USD**

## Be recognized as the main sponsor of the VIP area,

During the 3 days of the event, you will have access to a select group of decision-makers, including company managers or directors, ambassadors, and government representatives.

### THE PACKAGE INCLUDES:

- Setup and dismantling. 72 sqm. Location subject to floor plan availability.
- Walls branded with your image.
- 5 additional VIP zone tickets, which you can use to schedule business meetings or give to potential buyers or VIP clients.



The background is a vibrant red with abstract, flowing, liquid-like shapes that create a sense of movement. A horizontal band of a slightly different shade of red runs across the middle, serving as a backdrop for the text. Two bright, horizontal light streaks are positioned above and below the text, adding a dynamic, glowing effect.

***BRANDING PRESENCE***

# NOTEBOOK & PEN

## WELCOME KIT

Increase your brand visibility by **costumizing the KIT that will be delivered to STE 2026 visitors.**

- Delivery of 8,000 KITS.
- Co-branding with the expo logo.
- Design subject to prior approval by the organizing committee.
- Distribution exclusively to visitors (excludes other categories).
- Production and manufacturing by the sponsor.
- KITS must be delivered to your account executive at least 1 month prior to the event.

1  
Exclusive  
sponsorship  
**\$5,000 USD**

# TOTE BAG

## WELCOME

Increase your brand visibility by **costumizing the tote bags that will be delivered to STE 2026 visitors.**

- Delivery of 8,000 bags.
- Co-branding with the expo logo.
- Design subject to prior approval by the organizing committee.
- Distribution exclusively to visitors (excludes other categories).
- Production and manufacturing by the sponsor.
- Bags must be delivered to your account executive at least 1 month prior to the event.

**SOLD OUT**

1  
Exclusive  
sponsorship  
**\$5,000 USD**



# LANYARDS

## BADGES

### Increase your brand visibility,

by **costumizing** the badge lanyards that will be given to STE 2026 visitors.

**SOLD OUT!**

1

Exclusive  
sponsorship

**\$5,000 USD**

#### THE PACKAGE INCLUDES:

- Delivery of 8,000 printed lanyards featuring your logo and the STE 2026 logo, sent 1 month before the event to the organizing committee's headquarters.
- Design subject to prior approval by the organizing committee.
- Distributed exclusively to visitors (excludes other categories).
- Co-branding with the expo logo.
- Production and manufacturing by the sponsor
- Lanyards must be delivered to your account executive at least 1 month prior to the event.



## MAIN ENTRANCE **LIGHTBOX**

2

co-sponsorships

**\$7,000 USD**

each

Attendees will see your logo at the main entrance.

### THE PACKAGE INCLUDES:

Logo printed on a translucent banner at the main entrance (subject to changes in presentation format by the venue).

Design subject to prior approval by the organizing committee.

Print size: 6.65m x 2.85m (subject to changes in presentation format by the venue)

# MAIN ENTRANCE BANNER

**SOLD OUT!**

1

Exclusive  
sponsorship

**\$7,000 USD**

Attendees will see your logo at the main entrance .

## THE PACKAGE INCLUDES:

Design subject to prior approval by the organizing committee.

Print size: 10 m x 2.5 m.

Design subject to prior approval by the organizing committee.





## ENTRANCE COLUMN BANNER

**SOLD OUT!**

Attendees will see your logo at the main entrance .

**1**  
Exclusive  
sponsorship  
**\$3,000 USD**

### THE PACKAGE INCLUDES:

Design subject to prior approval by the organizing committee.

Print size: 2.9 m x 3 m.

Setup and dismantling.

## SPOTS ON

### EXPO SCREENS

**Logo displayed in a loop** between conferences at theSmart Insights Theater stage, with a duration of **1 minute** and **10 appearances** during the 3-day event between conference breaks.

6

Sponsorships  
availables

**\$500 USD**

**YOUR BRAND**



## CHARGING

### TOTEMS

**Be recognized** as the **main charging sponsor** of the event.

- Setup and dismantling.
- Construction and placement of the totem in spaces proposed by the organizing team.
- Design subject to prior approval by the organizing committee.

PRICE  
PER UNIT

**\$3,000 USD**



# FLOOR GRAPHIC

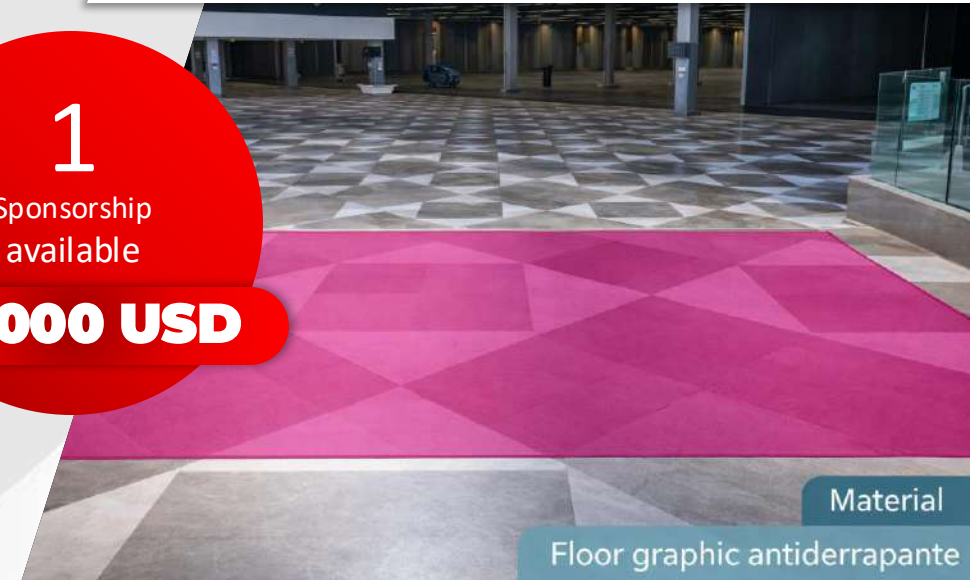
## AT MAIN ENTRANCE

Be recognized as the **main sponsor of the knowledge area** on the exhibition floor.

- **Printing of a 6 x 2 m area, setup and dismantling.**  
Design subject to prior approval by the organizing committee.

1  
Sponsorship  
available

**\$8,000 USD**



Material

Floor graphic antiderrapante

# STAIR FLOOR

## GRAPHIC

- **Printing of a 2.64 x 1.89 m area, setup and dismantling.**  
Design subject to prior approval by the organizing committee.

1  
Sponsorship  
available

**\$6,000 USD**



Material

2.30 m

1  
5.80 m

# COLUMN GRAPHIC

4

Sponsorship  
availables

**\$3,000 USD**

each

**Be recognized** as the **main sponsor of the knowledge area** on the exhibition floor.

## THE PACKAGE INCLUDES:

Printing of a 5.8 x 2.3 m area, setup and dismantling.

Design subject to prior approval by the organizing committee.

# ANTI-SLIP GRAPHIC

Be recognized as the **main sponsor** of the **knowledge area** on the exhibition floor.

1

Sponsorship  
available

**\$7,000 USD**

## THE PACKAGE INCLUDES:

Printing of a 64.1 sqm area, setup  
and dismantling.

Design subject to prior  
approval by the  
organizing committee.

## GRAPHIC

### CENEFA LOBBY ENTRANCE (LOBBY 2)

Be recognized as the **main sponsor** of the **knowledge area** on the exhibition floor.

- **Printing of a 21 x 1.22 m area, setup and dismantling.**

Design subject to prior approval by the organizing committee.



1

Exclusive  
sponsorship

**\$5,000 USD**

## GRAPHIC

### CENEFA EXPO (LOBBY 4)

- **Printing of a 54 x .85 m area, setup and dismantling**

Design subject to prior approval by the organizing committee.



1

Exclusive  
sponsorship

**\$8,000 USD**

# CANVAS AT

## ENTRANCE B - Canvas A

Be recognized as the **main sponsor** of the **knowledge area** on the exhibition floor.

1  
Exclusive  
Sponsorship  
**\$3,000 USD**

### THE PACKAGE INCLUDES:

Printing of a 4.5 x 4.5 m area,  
setup and dismantling.

Design subject to prior  
approval by the organizing  
committee.



# INDUSTRY NIGHT CIRCLE

## GRAPH

Be recognized as the **main sponsor** of the **knowledge area** on the exhibition floor.

### THE PACKAGE INCLUDES:

Printing diameter of a 5 m area, setup and dismantling.

Design subject to prior approval by the organizing committee.

1

Exclusive Sponsorship

**\$5,000 USD**

# MORE INFORMATION



**PAULINA PADILLA**

Sales Manager

 paulina.padilla@igeco.mx

 + 52 (473) 124 7076



**BRANDOM MAGAÑA**

Sales Executive

 brandom.magana@igeco.mx

 + 52 (477) 852 8320



**SOFÍA MANRÍQUEZ**

Sales Executive

+ 52 (55) 7028 3335 Ext. 803

 sofia.manriquez@igeco.mx

 + 52 (477) 848 9476

# MORE INFORMATION



**PAULINA PADILLA**

Sales Manager

 paulina.padilla@igeco.mx

 + 52 (473) 124 7076