



EXPOGRÁFICA®

Expo Guadalajara,
Mexico, 4 - 7 May **2022**

The Largest Latin American
Exhibition of Printing, Labeling
and Packaging Technology

JOIN THE INDUSTRY'S REACTIVATION IN 2022

21ST EDITION

MAY 4-7, 2022

EXPO GUADALAJARA

GUADALAJARA, JALISCO, MÉXICO

+40 YEARS

OF EXPERIENCE, EVOLUTION AND SUCCESSFUL TRACK RECORD

BIENNIAL

IN ORDER TO HOST THE INNOVATIONS AND TECHNOLOGICAL
LAUNCHES OF THE INDUSTRY

100%

FOR PROMOTION OF THE INDUSTRY

2 CITIES

TO COVER TWO STRATEGIC REGIONS IN DIFFERENT EDITIONS:
MEXICO CITY AND GUADALAJARA

EXPOGRÁFICA'S PROFILE

For the past 20 biennial editions, we have been gathering brands and exhibitors in a unique environment in order to create businesses and to launch technological innovations.

In our 40-plus-years track record, we have managed to establish ourselves as the largest Latin American exhibition of printing, labeling and packaging technology capable of attracting thousands of qualified buyers in every edition.

Our success is possible thanks to the trust of exhibitors and visitors that continue choosing us because we are the sector's most relevant business forum, as well as the constant support of sister associations and industry specialized media.

WE ARE COMMITTED TO THE HEALTH AND SAFETY OF ALL THE EXHIBITORS AND ATTENDEES

We have updated our official regulations to incorporate the sanitary measures and good practices on issues like contagion prevention to foster a safe space that is conducive to preventing the spread of all kinds of viruses and biological agents, which we will update as indicated by federal and state authorities.



Expo Guadalajara holds the #SAFETRAVELS seal given by the World Travel & Tourism Council which endorses the sanitary protocols and guidelines necessary to continue operating in the venue.

WE HAVE ADAPTED OURSELVES TO THE DIGITAL TRANSFORMATION BY SETTING UP ACCESS TO THE EXHIBITION THROUGH MULTIPLE CHANNELS



**ON-SITE
EXPO**



**PRINTED
DIRECTORY**



**DIGITAL
PLATFORM**



**MOBILE
EXPERIENCE**



**LIVE
STREAMING**



PODCASTING

ESPACIO ANIDIGRAF 5TH EDITION WITHIN EXPOGRÁFICA® 2022: HIGH LEVEL CONTENT FOR THE CONTINUOUS PROFESSIONALIZATION OF THE INDUSTRY



SAFE EXPO



OMNICHANNEL EXPO



**ACADEMIC
PROGRAM**

EXPOGRÁFICA® CONTINUES TO EVOLVE



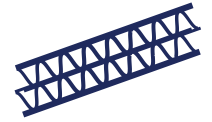
KEY CATEGORIES



PACKAGING



LABELING



CORRUGATED

EXPOGRÁFICA IN NUMBERS

+25K
M² OF EXHIBITION SPACE

+450 TON
OF MACHINERY AND EQUIPMENT

4 DAYS
OF EXHIBITION

+550
LEADING BRANDS

91%
SALES CLOSED
BY EXHIBITORS

90%
EXHIBITORS CONSIDER
EXPOGRÁFICA® A
COST-EFFECTIVE FORUM
FOR THEIR BUSINESS

CONFIRMED PAVILIONS



IN ALLIANCE WITH:



IN ALLIANCE WITH:



MEDIA PARTNERS



ECOSYSTEM OF PARTICIPANTS IN EXPOGRÁFICA® 2022



+15K

HIGH VALUE

VISITORS



84%

DECIDES OR INFLUENCES THE PURCHASE

69%

PURCHASE INTENT
ON SITE

EXHIBITORS' CATEGORIES



SOFTWARE

PRE-PRINTING (MACHINERY AND EQUIPMENT)



PRINTING (MACHINERY AND EQUIPMENT)

POST-PRINTING / FINISHES (MACHINERY AND EQUIPMENT)



PACKAGING AND WRAPPING (MACHINERY AND EQUIPMENT)

CORRUGATED (MACHINERY AND EQUIPMENT)

CONSUMABLES AND SUPPLIES



PAPERS, CARDBOARDS AND SUBSTRATES

ACCESSORIES, PERIPHERALS, SYSTEMS AND SERVICES FOR THE PLANT



REPLACEMENT PARTS AND TECHNICAL SERVICE

PRINTING SERVICES AND PACKAGING MANUFACTURING

CORPORATE SERVICES / CONSUMER PRODUCTS



ASSOCIATIONS AND CHAMBERS / ACADEMIC INSTITUTIONS, MAGAZINES AND MEDIA

ADVERTISING AND MARKETING

VISITOR'S PROFILE



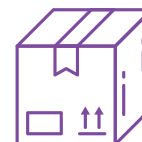
Printing businesses



Owners and
brand managers



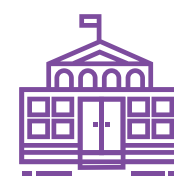
Creative and
advertising agencies



Packaging and wrapping
manufacturing businesses



Suppliers



Academic institutions
and associations



JOIN THE SUCCESS OF EXPOGRÁFICA® 2022, SEE YOU THERE!

RESERVE YOUR BOOTH TODAY

- ▶ Choose the available stands online: expografica.com/stand [Click Here](#) to see the interactive floor plan
- ▶ Scan this QR code with your camera:
- ▶ Contact our sales team:



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www.expografica.com



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A production by:

