



TECHNICAL GUIDE

**The Leading Matchmaking
Event for the Automotive
Supply Chain in Mexico**

EVENT DIRECTOR



Pedro TAPIA

ptapia@advbe.com

T. + 52 55 6719 3081

LOGISTICS MANAGER



Juan RESENDIZ

jresendiz@advbe.com

T. + 52 55 3547 8696

SALES REPRESENTATIVE MEXICO



Ian TORNEL

itornel@advbe.com

T. + 52 55 6725 1086

DESIGN & MEDIA PARTNERSHIPS



Dulce ROBLES

drobles@advbe.com

T. +52 55 49 50 13 74

INTERNATIONAL SALES TEAM

SALES REPRESENTATIVE USA



Alain NGOIE

angoie@advbe.com

T. +33 1 41 86 41 51

SALES REPRESENTATIVE CANADA



Thomas GAYRAUD

tgayraud@advbe.com

T. +1 263 770-2495

SALES REPRESENTATIVE SPAIN & PORTUGAL



Lola AGUILAR

laguilar@advbe.com

T. +33 1 41 86 41 35

SALES REPRESENTATIVE FRANCE



Nicolas ROQUES

nroques@advbe.com

T. +33 532 092 008

SALES REPRESENTATIVE GERMANY & AUSTRIA



Andrea REINWART

areinwart@advbe.com

T. +33 1 41 86 41 54

SALES REPRESENTATIVE ASIA



Ruiching PORTIER

rportier@advbe.com

T. +33 1 41 86 41 46

SALES JAPAN



Akiko ITO

aito@advbe.com

T. +81 80 9735 0933

MARKETING & COMMUNICATION MANAGER



Daniela NIÑO

dninocaicedo@advbe.com

T. +33 1 41 86 41 67

► QUERETARO CENTRO DE CONGRESOS

Address: Paseo de las Artes 1531 B, Col. Centro Sur, Querétaro, Querétaro México, C.P. 76090

Please review and take into consideration the [rules and regulations of the Querétaro Convention Center "QCC"](#).

► EVENT PROGRAM AND AGENDA

Tuesday, February 17	Wednesday, February 18	Thursday, February 19
08:00 Registration 09:00 - 18:00 Keynote Session 15:00 - 18:00 Booth set-up	08:00 Registration 09:00 - 12:30 BtoB meetings & Conferences 12:00 Opening ceremony 12:30 - 14:00 Lunch 14:00 - 18:00 BtoB meetings & Conferences 18:30 - 21:30 Networking Cocktail	08:00 Registration 09:00 - 12:30 BtoB meetings & Conferences 12:30 - 14:00 Lunch 14:00 - 18:00 BtoB meetings & Conferences 18:00 End of convention and materials removed from the booth

► REGISTRATION

In order to make your registration run smoothly, we kindly ask you to **print your badge from your online profile (B2B Meetings portal) before the event**. At the welcome desk we will provide you with a pocket and lanyard.

We also encourage you to **print your own schedule of meetings** before attending the event.

You may find these **documents** from the "HOME" space within your [B2B Meetings online profile](#).

► BOOTH DETAILS

Exhibitors are allowed to bring pop-up stands, roll ups and other graphics as long as they fit within the dimensions of the selected booth and do not stick out.

Basic Package - 4 sqm (2x2)	Executive Package - 8 sqm (4x2)
	
1 table, 3 chairs, carpet, fascia board with the name of the company and power supply.	2 tables, 6 chairs, carpet, fascia board with the name of the company and power supply.
Deluxe Package - 12 sqm (4x3)	Premium Package - 24 sqm (6x4)
	
1 high table, 3 high chairs, 1 counter, 2 lounge armchairs, 5 printed visuals, 1 storage room, and power supply.	1 high table, 3 high chairs, 2 counters, 2 lounge armchairs, 1 lounge, 13 printed visuals, 1 storage room, and power supply.

abe - advanced business events

10 RUE DE LA ROCHEFOUCAULD CS 50300 92513 Boulogne Billancourt Cedex - France

<https://mexico.automotivemeetings.com/en-us/>

► BOOTH SET-UP

AMQ offers hard walled booths. **We strongly recommend you to bring graphics to customize your booth, or order custom - printed walls and fascia panels for a more professional appearance.** Noisy machines or sound systems are not allowed. Also make sure that all equipment and graphics you'll bring can actually fit inside your booth.

Set up time will be running from **15:00 to 18:00 on Tuesday, February 17, 2026**. For exhibitors unable to make it on Tuesday: we recommend you to arrive at the Convention Center at **07:30 on Wednesday, February 18** to complete the set up and personalization of your booth.

► EXTRA FURNITURE & RENTAL

Our official suppliers offer a full range of furniture, equipment and printed material (banners, roll ups, etc.). For quotations or orders, please contact:

ORMEX

Monica Aguilar - monica@ormex.com

M. +521 33 1547 5288

DEADLINE FOR SUBMITTING YOUR ORDER IS JANUARY 9, 2026

► BUSINESS LUNCH

A seated business lunch will be provided by **abe** during the two business meetings days: Wednesday 18 and Thursday 19, inside the exhibition area, from 12:30 to 14:00, at an additional cost of **50 USD per day per person**.

If you wish to book this option, you must make a request to your contact at **abe**.

► ADVERTISEMENT IN THE OFFICIAL DIGITAL CATALOG

A two sided digital advertising of your company. You should supply the artwork in English and Spanish in JPG or PDF, with a size per page of 14.5 x 21.5 cm at an additional cost of **1.000 USD**.

Deadline to confirm & send graphics: January 09.

If you wish to book this option, you must make a request to your contact at **abe**.

► COFFEE BREAK

You will be able to enjoy coffee and other beverages, free of charge from 08:30 to 12:30 and from 14:00 to 18:00 on February 18 and 19.

► CATERING AT YOUR BOOTH

QCC is able to respond to any catering requests you may have. For this purpose, please contact:

Pavel Santiago

pavel@lecuisine.mx

M. +52 1 (442) 327 7112

► SHIPPING & DELIVERIES

If you wish to ship equipment or material supplies for your booth, be sure to use the following address:

Querétaro Centro de Convenciones (QCC)

Paseo de las Artes 1531 B, Col. Centro Sur, Querétaro, Querétaro México, C.P. 76090.

Tel. +52 (442) 238 6400

Also, indicate the **event's name** and your **company's name** on the label. **Shipments must be delivered on February 17.**

IMPORTANT NOTE: International companies must have a **Customs agent** for releasing shipments from customs.

abe is not a custom broker and will not be responsible for packages stopped at customs.

► MOVE OUT

Exhibitors must have all their materials and equipment cleared from their booths on Thursday, February 19, 2026. **Your materials and equipment must be picked up from the convention center by your outbound carrier between 18:00 and 19:00 on February 19.**

► NETWORKING COCKTAIL

abe will host a cocktail reception for all participants. The cocktail will be held in **"QCC Lobby"**, within QCC at 18:30 on Wednesday, February 19. Access is included for all the participants of the Convention presenting their badges.

► HOTELS & ACCOMMODATION

abe has granted **REVOLUGO** full exclusivity for all accommodation needs during the Automotive Meetings Queretaro 2026. We strongly recommend you make all your bookings through our partner as this is the best way to find better rates and accommodation options.

Use the following link for a full list of hotels (and preferential rates) and to proceed with your booking:

<https://mexico.automotivemeetings.com/en-us/plan-your-visit#>

► AIRLINE AGREEMENT

Automotive Meetings Queretaro 2026 in partnership with Skyteam is offering discounts to fly to Mexico City. To apply for these discounts, please read the following terms and conditions.



Reservation Code: 4732S

- 15% discount on round trip (Departing from International routes)
- It applies if departing from International destinations to Mexico City Airport.
- If your flight is between February 15 and 24, you can use this reservation code
- Applies exclusively when purchasing directly on the web site:
<http://res.skyteam.com/Search/promoDefault.aspx?vendor=sky&promocode=4732S>

► BUS TRANSPORTATION

From Mexico City international Airport Terminal 1 and 2, you may take the bus to Queretaro using **PRIMERA PLUS**:

www.primeraplus.com.mx



You may purchase the tickets at your arrival. Departures are running often.

► GRAPHICS REQUIREMENTS

Customized Basic Package - 4 sqm (2x2)

Panels	Length	Height
1	197.2 cm	21.5 cm
2 (b1 - b2)	97.2 cm	233.55 cm
Booth Furniture		Measurements
3 Chairs	83 cm Height x 43 cm Length	
1 Table	75 cm Height x 120 cm Length x 60 cm Width	



**The booth includes 2 back panels for graphics (b1 - b2). Fascia board is not included for graphics.*

Customized Executive Package - 8 sqm (4x2)

Panels	Length	Height
2	197.2 cm	21.5 cm
4 (b1, b2, b3 ,b4)	97.2 cm	233.55 cm
Booth Furniture		Measurements
6 Chairs	83 cm Height x 43 cm Length	
2 Table	75 cm Height x 120 cm Length x 60 cm Width	



**The booth includes 4 back panels for graphics (b1 - b2 - b3 - b4). Fascia board is not included for graphics.*

>> For 4sqm you have to send 2 panel graphics (b1-b2, 97.2cm x 233.5 cm each panel).

>> For 8sqm you have to send 4 panel graphics (b1-b2-b3-b4, 97.2cm x 233.5 cm each panel).

ONLY APPLIES IF YOU ACQUIRED A CUSTOMIZED/PERSONALIZED BOOTH.

Deluxe Package 12 sqm (4x3)

Graphics	Length	Height
A (1)	315 cm	101.1 cm
B (2)	104 cm	101.1 cm
C (2)	104 cm	250 cm
D (1)	300 cm	250 cm
E (1)	50 cm	50 cm

Booth Furniture	Measurements
3 Highchair	1m Height X 40cm Length
1 High Table	1.12m Height X 52cm Diameter
1 Counter	1m Height X 1m Length
2 Lounge Armchairs	82cm Height X 1m Length x 60cm Wide



Graphics must come in 72 DPIS real size, in PDF or JPG format.

Deadline to send your graphics: January 09, 2026.

>> Please be aware of deadlines, and send all the files to your abe Commercial and CC to Dulce Robles: drobles@advbe.com
For further assistance, please contact us.



Premium Package 24 sqm (6x4)		
Graphics	Length	Height
A (4)	104 cm	101 cm
B (3)	104 cm	250 cm
C (4)	176 cm	252 cm
D (2)	50 cm	50 cm

Booth Furniture	Measurements
3 Highchair	1 m Height X 40 cm Length
1 High Table	1.12 m Height X 52 cm Diameter
Coffee Table	40 cm Height X 40 cm Diameter
1 Counter	1m Height X 1m Length
2 Lounge Armchairs	82 cm Height X 1 m Length X 60 cm Wide

Graphics must come in 72 DPIS real size, in PDF or JPG format.

Deadline to send your graphics: January 09, 2026.

>> Please be aware of deadlines, and send all the files to your abe Commercial and CC to **Dulce Robles: drobles@advbe.com**
For further assistance, please contact us.

SIZES 14.5 X 21.5 CM



AUTOMOTIVE

UPCOMING EVENTS

<div style="writing-mode: vertical-rl; transform: rotate(180deg);">2025</div>	OCT 21-22	AUTOMOTIVE MANUFACTURING MEETINGS MADRID Madrid, Spain www.spain.automotivemeetings.com #AutoMadrid25	
<div style="writing-mode: vertical-rl; transform: rotate(180deg);">2026</div>	FEB 17-19	AUTOMOTIVE MEETINGS QUERETARO Queretaro, Mexico www.mexico.automotivemeetings.com #AutoQR026	
	NOV	VEHICLE & TRANSPORTATION TECHNOLOGY INNOVATION MEETINGS Torino, Italy www.italy.vehiclemeetings.com #VTMTorino26	
	NOV 18-19	AUTOMOTIVE MANUFACTURING MEETINGS BURSA Bursa, Turkey www.turkey.automotivemeetings.com #AutoBursa26	



MOBILITY - TRANSPORT

UPCOMING EVENTS

<div style="writing-mode: vertical-rl; transform: rotate(180deg);">2025</div>	DEC 09-10	RAIL INDUSTRY SUMMIT MOROCCO El Jadida, Morocco www.morocco.railmeetings.com #RISMorocco25	
---	----------------------------	--	---

► ADDITIONAL SERVICES WITH QCC

Type of service	Specifications	Amount UMA	Duration	Value UMA 2025	Rate 2025
FURNITURE					
Podium	Wood Color	10	Per day	113.14	\$ 1,131.40
Valencian Chair / Parma	60 x 60 cm.	0.5	Per day	113.14	\$ 56.57
Postes Unifila/Liston red	5 cm. long x 2.7 mts. de long	2.5	Per day	113.14	\$ 282.85
Rectangle Table (includes cloth)	244 x 40 cm.		Per day	113.14	\$ 226.28
Round Table (includes cloth)	1.5 mts. de diámetro		Per day	113.14	\$ 226.28
Single armchair	70 x 60 cm.		Per day	113.14	\$ 678.84
Double armchair	140 x 120 cm.	10	Per day	113.14	\$ 1,131.40
Modular Dance Floor	Laminated Panel / 1m2	2.5	Per day	113.14	\$ 282.85
Carpet Modules	60x60	10	Per day	113.14	\$ 1,131.40
AUDIO					
Sound System A	For 200 people (2 microphones)	32	Per day	113.14	\$ 3,620.48
Sound System B	Para 500 personas (2 wireless microphones)	56	Per day	113.14	\$ 6,335.84
Hand Held corded microphone	Shure SM-18		Per day	113.14	\$ 565.70
Hand Held Wireless	Shure Beta 58A	11	Per day	113.14	\$ 1,244.54
VIDEO					
Led Smart TV 40"	55" pulgadas		Per day	113.14	\$ 1,018.26
OTHER SERVICES					
Crane	Genie or JLG crane rentals	15	Per hour	113.14	\$ 1,697.10
Wireless Internet (wifi password per device)	50 MB	14	3 days	113.14	\$ 1,583.96
Fiber optic Wifi wired / wireless - 50 Mbps	50 MB	32	3 days	113.14	\$ 3,620.48
Electric Energy	220V/30A/2F	18	3 days	113.14	\$ 2,036.52
Electric Energy	220V/60A/2F	30	3 days	113.14	\$ 3,394.20
Electric Energy	220V/100A/2F	37	3 days	113.14	\$ 4,186.18
Electric Energy	220V/30A/3F	25	3 days	113.14	\$ 2,828.50
Electric Energy	220V/60A/3F	26	3 days	113.14	\$ 2,941.64
Electric Energy	220V/100A/3F	52	3 days	113.14	\$ 5,883.28
Electric Energy	480V/30A/3F	31	3 days	113.14	\$ 3,507.34
Electric Energy	480V/60A/3F	42	3 days	113.14	\$ 4,751.88
Electric Energy	480V/100A/3F	60	3 days	113.14	\$ 6,788.40
Three phase Plug	480 VCA, 100A, 3PH, 4P		3 days	113.14	\$ 905.12
Three phase Plug	250 VCA, 100A, 3PH, 3P		3 days	113.14	\$ 905.12
Exhibitional space rental	3x3 m	27	Per day	113.14	\$ 3,054.78
Rental of vehicle exhibition space	1 vehicle	2	Per day	113.14	\$ 3,054.78

>> 2025 Rates.

- * Please check availability with the Querétaro Convention Center operations team.
- * Net prices in pesos and subject to change without prior notice. **Note:** Non- comissionable
- * All services are subject to availability abd installation time
- * For the hiring of the fiber optic internet, at least 8 working days prior to the event are required.

CONTACT Customer Service

Jorge Matehuala -
jalvarezm@queretaro.gob.mx
 Tel. +52 442 238 6400 ext. 6409



abe - advanced business events

10 RUE DE LA ROCHEFOUCAULD CS 50300 92513 Boulogne Billancourt Cedex - France

<https://mexico.automotivemeetings.com/en-us/>