

# INTERNATIONAL MEDICAL EXPO



25th, 26th and 27th  
**MAY 2026**  
EXPO GUADALAJARA

# What's International Medical Expo?

Medical Expo was founded in 2020 as a trade show that **brings together leading companies in the healthcare sector.**

In addition, it serves as a platform that fosters **the development of business relationships** among stakeholders within the industry.

**We promote strategic alliances** among **companies, associations, chambers of commerce, clusters, universities, and healthcare institutions.**

We also manage projects and inter-institutional agreements to support the growth and development of the healthcare sector.



# 2 Strategic LOCATIONS



## MEDICAL EXPO CDMX

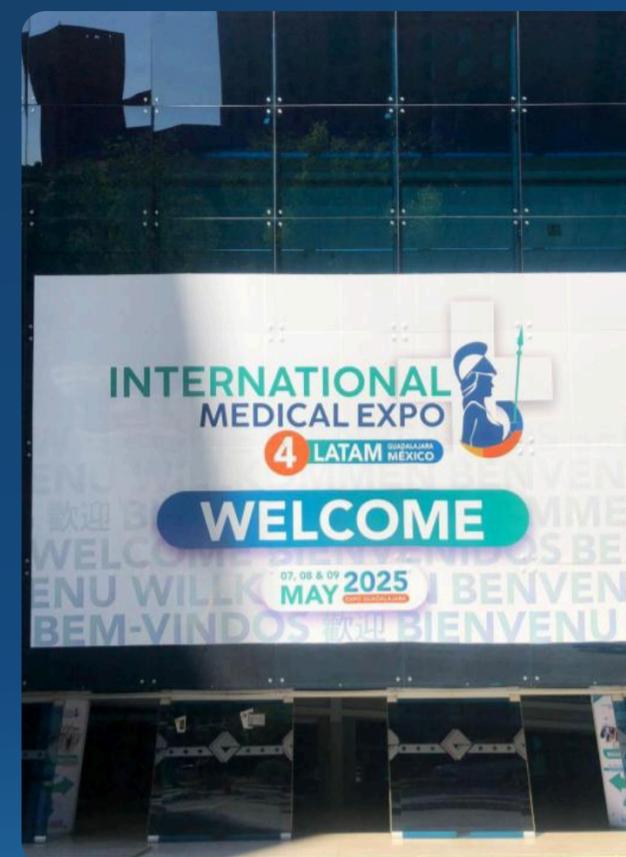
It will take place at the WTC on **October 27, 28 and 29, 2026**

## International Medical Expo Guadalajara

It will take place at the Expo Guadalajara on **May 25, 26 and 27, 2026**

# OCTOBER

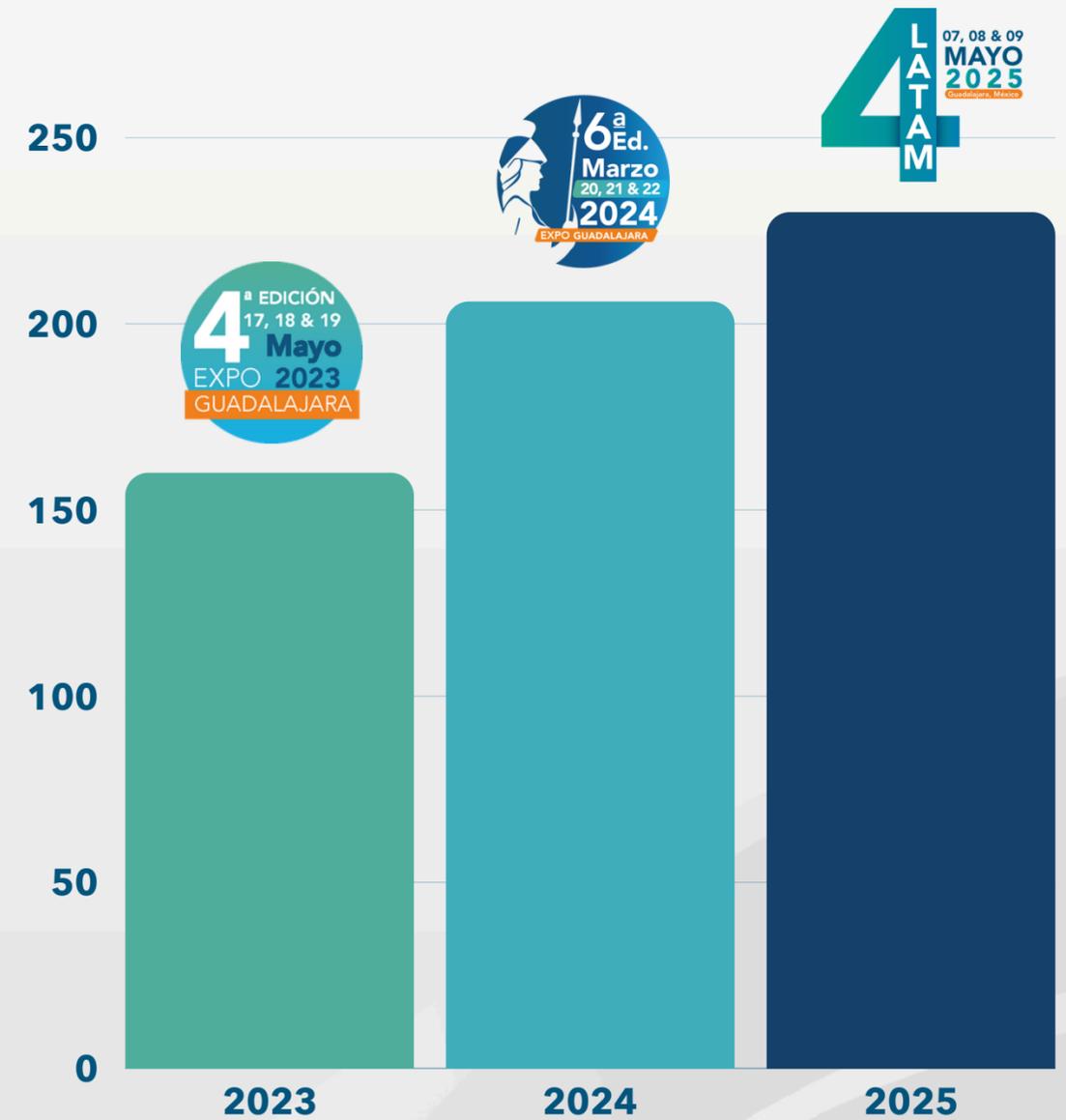
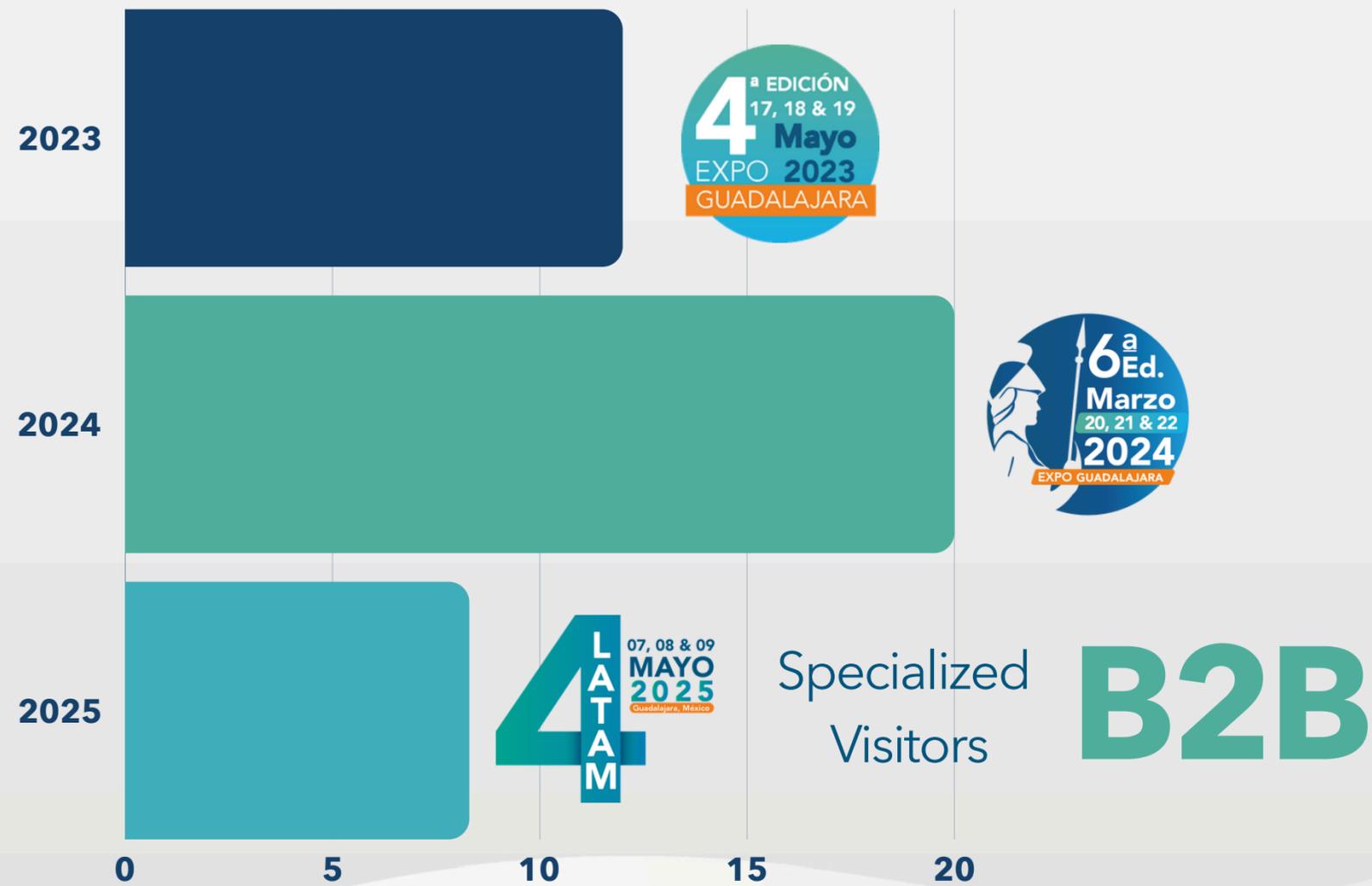
25,26,27



# MAY 2026

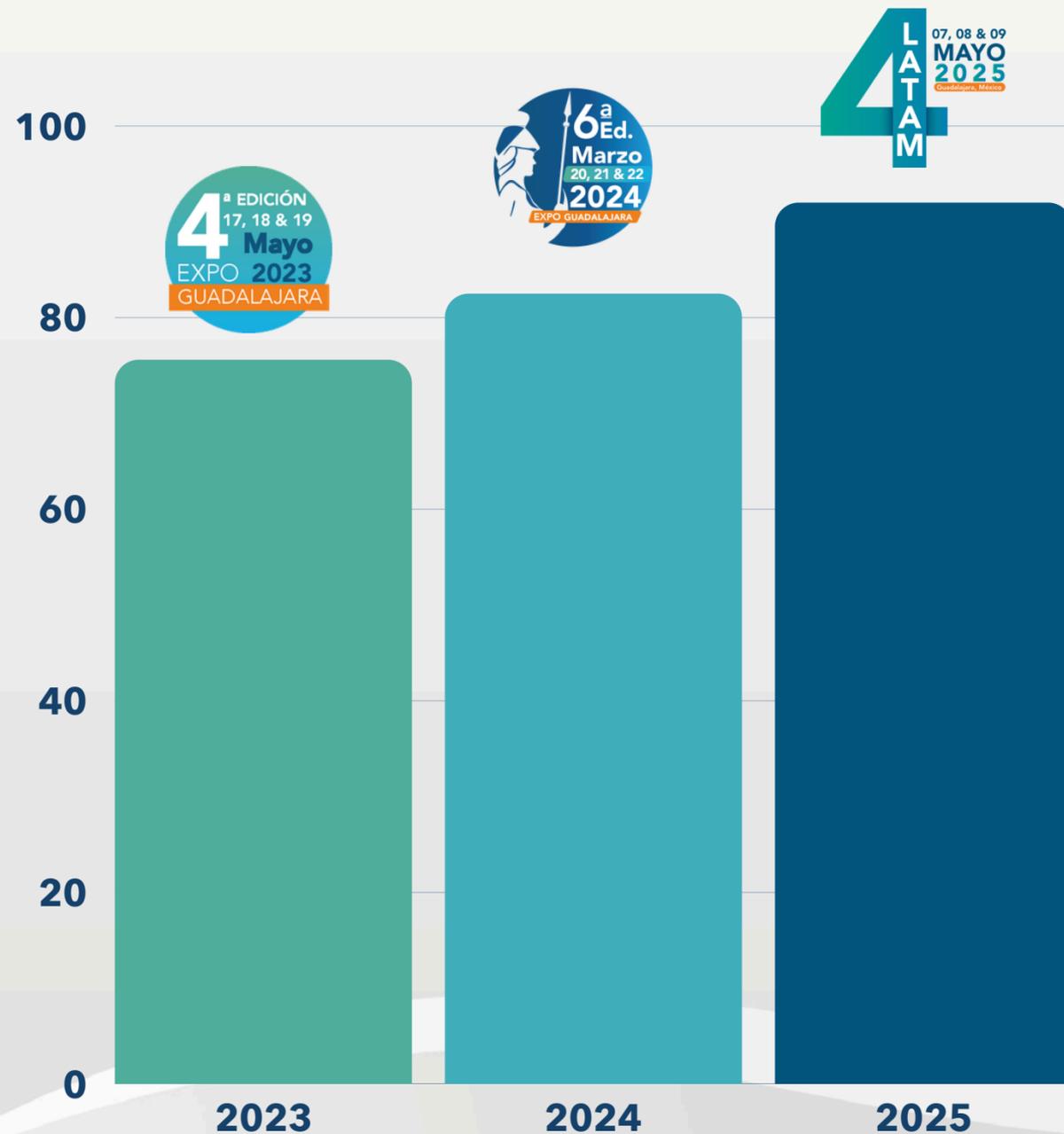


# VISITORS



# EXHIBITORS

# BUSINESS VALUE GENERATED



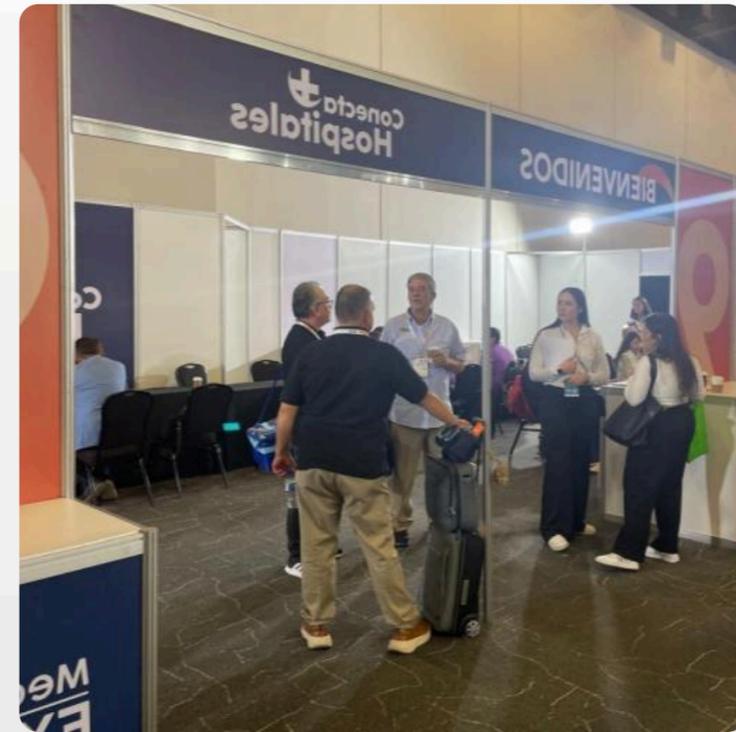
Business deal closure  
TOTAL 92 MDP

# Conecta Hospitales



Conecta + Hospitales is a strategic initiative within Medical Expo designed to strengthen commercial relationships between medical product and service providers and private hospitals in Mexico.

**Through this platform, direct networking opportunities, personalized meeting agendas, and in-person meetings are created,** allowing exhibitors to present their solutions in an effective and targeted manner.



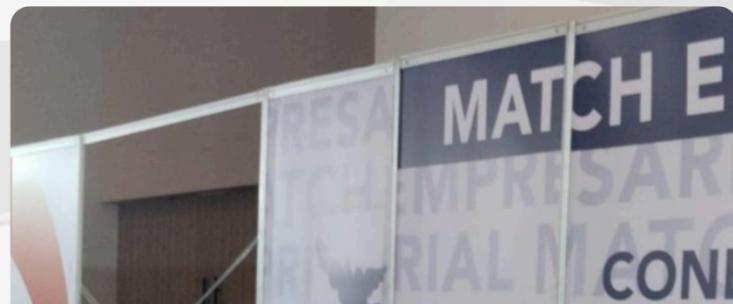
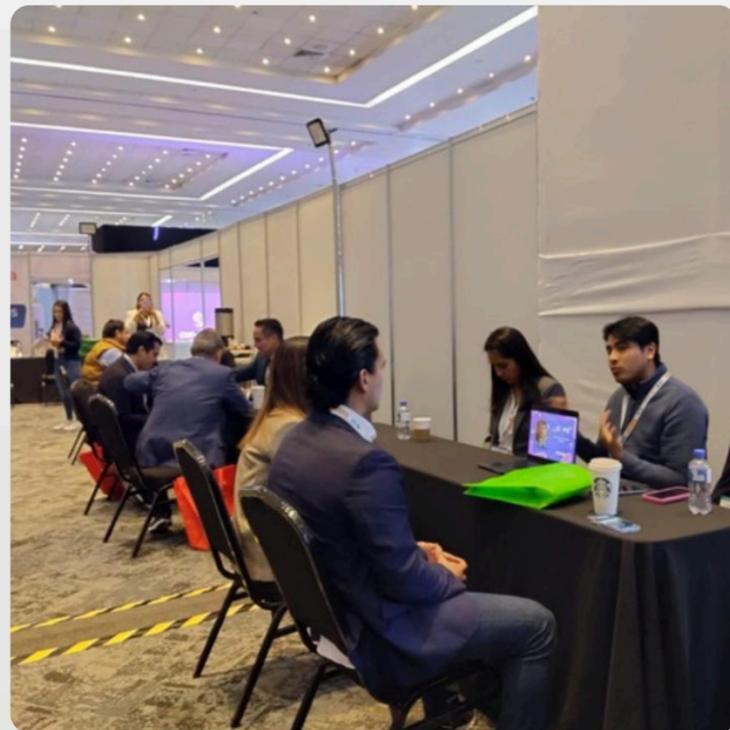
# LINK -UP

# Ma+ch Empresarial



The Business Match is a networking dynamic organized within **Medical Expo, aimed at connecting** multinational companies and manufacturers with distributors, hospitals, and the countries' leading associations, in order to generate high-value contacts that lead to commercial relationships.

# LINK -UP



# HOSPITALAR STRATEGY

## Hospital Pavilion

Connect with leaders from the main private hospital associations and hospital executives nationwide.



# ADDED VALUE AND DIFFUSION FOR EXHIBITORS



International Medical Expo's strategy aims to build the positioning of each exhibitor within the healthcare industry, thereby strengthening their brand and company.

## PERSONALIZED INVITATIONS

Exhibitors have the opportunity to provide complimentary admission passes to International Medical Expo.

## ARTICLE PUBLISHED ON THE MEDICAL EXPO BLOG

It's a space created to share what your company have to contribute to the healthcare sector.

## EMAIL CAMPAIGN TO OUR HEALTHCARE DB

We offer the opportunity to highlight your company or product through a banner featured in one of Medical Expo's email campaign.



# ADDED VALUE AND DIFFUSION FOR EXHIBITORS



## VIRTUAL MEDICAL EXPO

We record a video with the exhibitors where they talk about their company. These video is upload on our social media and website.

## FLAGSHIP PRODUCT PRESENTATION

In Intetnational Medical Expo we offer a selected talks program where the exhibitors can show their flagship product with a 15 minute presentation after a related talk with their company sector.

## MEDICAL DEVICES' WEBINAR

Their goal is to tackle the key topics shaping the healthcare sector and help strengthen the industry.



# GDL 2026 EXPECTATIONS



**+13,000** m<sup>2</sup>

**+12,000** Attendance

**+250** Exhibitors

**+150** Talks

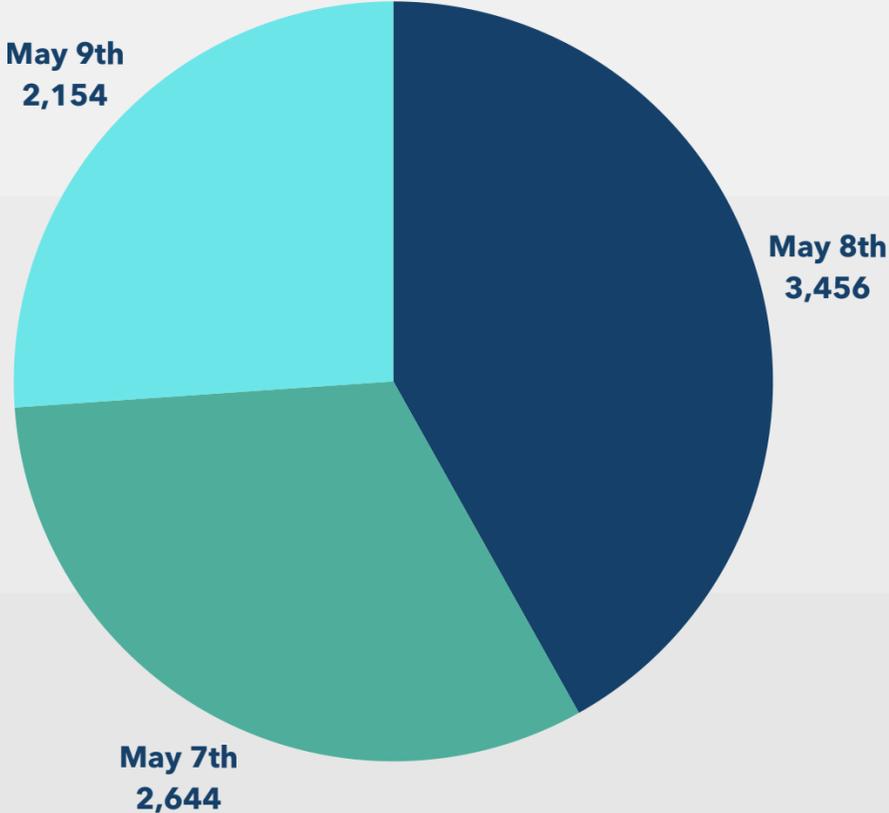
**+1,000** Brands

**+30** Countries



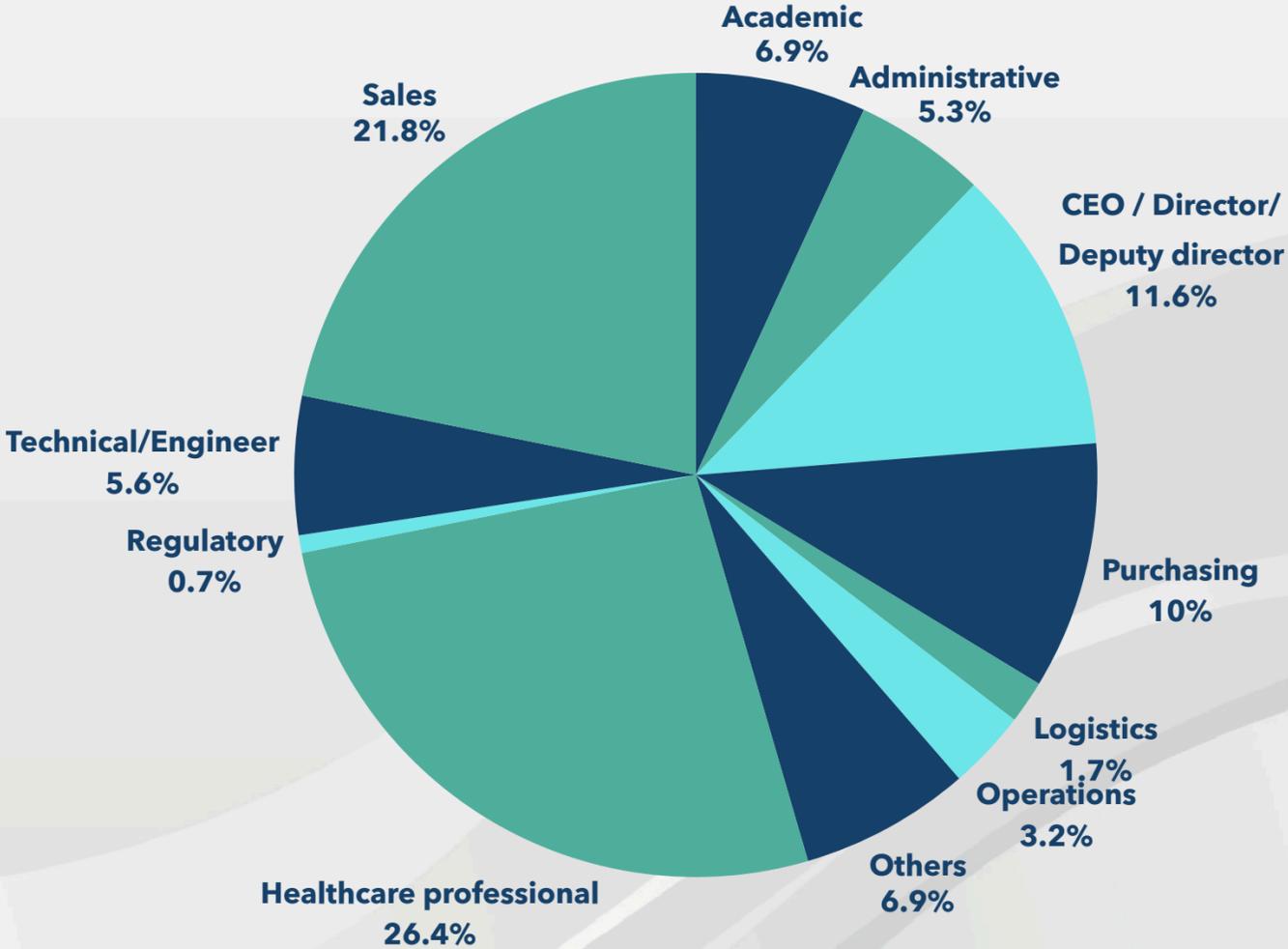
# Why Exhibit?

## Attendance



**TOTAL**  
Attendance **8,254**

## Attendance Profile



# MEDICAL EXPO:

our business networking  
platform

**Innovative  
Products**

**Medical  
Articles**

**Business  
Certifications**





# STRATEGY

## Attendance strategy for B2B and B2C Networking

As part of our efforts to strengthen business relationships and promote business opportunities within the healthcare sector, we work diligently on the following:

### Talks and Workshops

International Medical Expo features a carefully curated program of talks, with speakers who represent the industry throughout the event across all of our auditoriums.

### Medical Expo Bus

International Medical Expo will provide shuttle buses aimed at bringing buyers and healthcare professionals from states neighboring the host city.

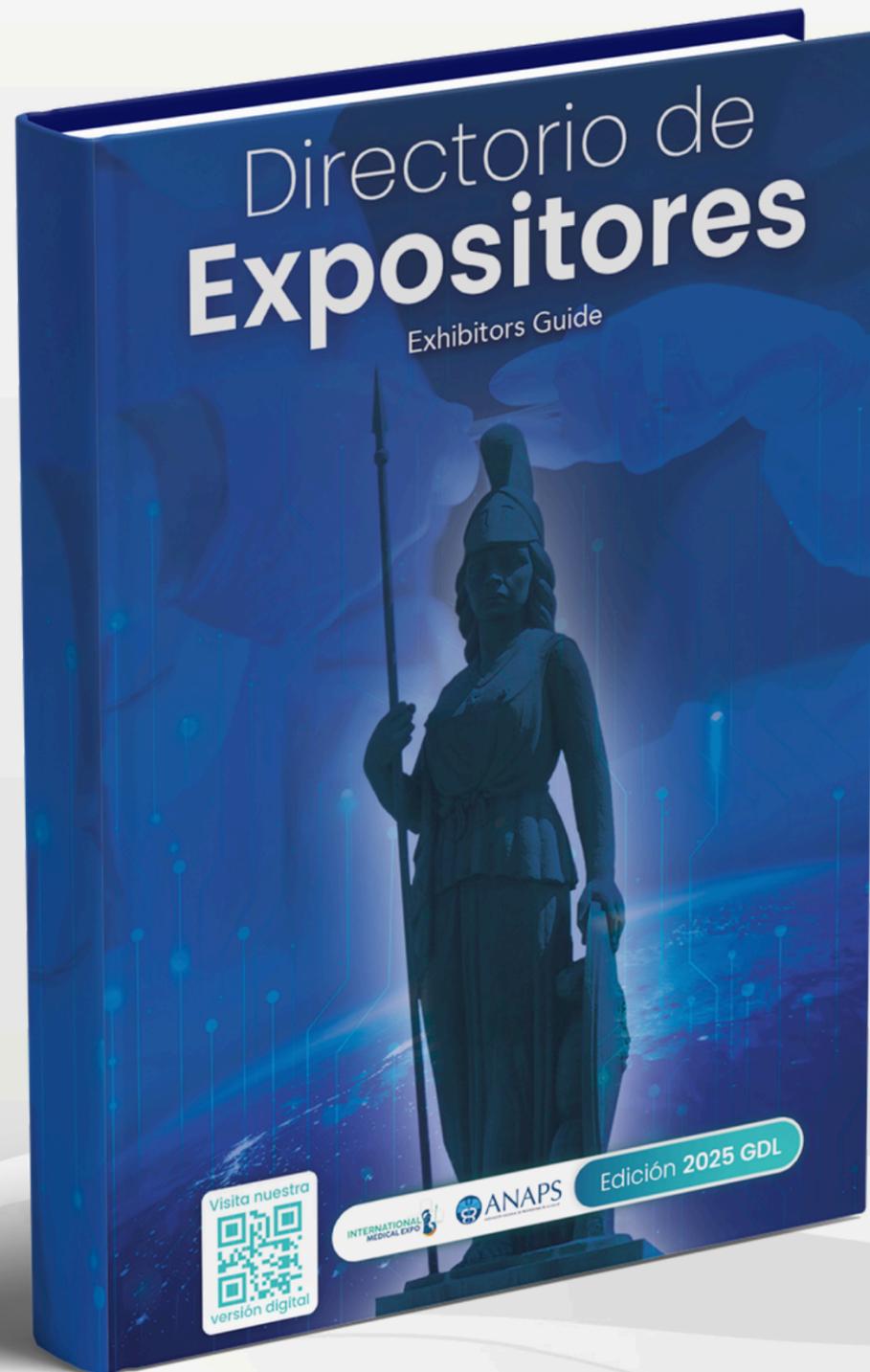
We have a dedicated area focused on establishing agreements with associations, institutions, collegiates and similar organizations, according to the specialities requested by our exhibitors.



# ATTENDANCE

# B2B

# ED (Exhibitor Directory)



Our Exhibitor Directory (ED) service is your opportunity to be part of International Medical Expo not only during the event, but also through visibility on our digital platform and in over 30,000 printed copies.

Showcase your brand in the healthcare sector, gain greater exposure, and increase your sales opportunities.

# Featured International Medical Expo Experiences

**Opening  
ceremony**



**Specialized  
networking  
dinners**



**Hospital  
networking  
breakfast**



**Closing  
ceremony**



# Media Strategy

## MAILING

+ 250 mails send  
Monthly



## SOCIAL MEDIA

Over + 37 mil  
visualizations



FACEBOOK - INSTAGRAM

## WEB

+ 5k website  
visualizations  
Banners



## MAGAZINES

Over + 400k  
visualizations  
Printed and digitals



## Press coverage

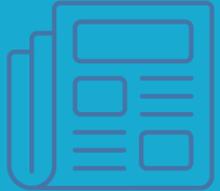
RADIO  
20%



DIGITAL  
PRESS  
39%



NEWSPAPER  
41%



+ 11.5 Million persons  
reached

