

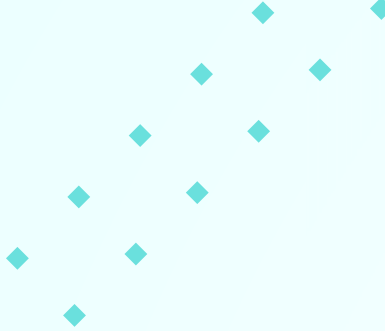


1st “EXPO HULE” by the
**NATIONAL CHAMBER OF
THE RUBBER INDUSTRY**

November 18 and 19 2026
Camino Real Polanco, Mexico City

**THE IDEAL PLATFORM TO CONNECT SUPPLIERS, MANUFACTURERS, AND KEY
BUYERS IN THE RUBBER INDUSTRY IN MEXICO.**

Stands | Sponsorships | Networking B2B | Business Meetings



WHY PARTICIPATE?

An industry in transformation. An opportunity for new suppliers.

The rubber industry in Mexico is going through a pivotal moment: global logistics challenges, geopolitical uncertainty, and the need to strengthen regional sourcing are driving manufacturers and buyers to redesign their supply chains.

“Expo Hule 2026” emerges as a specialized platform to connect suppliers, manufacturers, and decision-makers in an environment focused on business, networking, and new commercial opportunities.

Why now?

- Because companies are looking for closer, more reliable, and specialized suppliers.
- Because Mexico has a strong and active rubber industry.
- Because there is a constant demand for raw materials, technology, inputs, and innovation.

TARGET MARKET

Expo Hule brings together companies, buyers, and suppliers connected to the main segments of the rubber industry.

PARTICIPATING COMPANIES

Raw materials

Chemicals, compounds, pigments, additives, polymers, natural and synthetic rubber.

Specialized Supply

Companies that supply manufacturers and key players in the sector.

Manufacturing and Processing

Tires, packaging, seals, belts, hoses, coatings, and derivatives

Industrial Buyers

Procurement, sourcing, engineering, innovation, production, and management areas.

Invited Sectors

- Tires
- Seals and gaskets
- Rubber processing
- Specialty chemicals

- Industrial supplies
- Technology
- Technical services
- Manufacturing

Benefits for Exhibitors

Direct contact with buyers actively seeking new suppliers

“Expo Hule” is designed to generate real business connections between specialized suppliers and decision-makers within the rubber industry.

Through commercial partners, invited buyers, and B2B networking activities, exhibitors will be able to present their solutions to strategic profiles in the sector.

STRATEGIC NETWORKING

Build connections over breakfast, lunch and cocktail events.

PRE-SCHEDULED B2B MEETINGS

Take part in business meetings designed for direct, meaningful conversations.

Access to Targeted Buyers

Connect with companies seeking new strategic partners.

NEW BUSINESS OPPORTUNITY

Showcase your solutions to buyers with real procurement needs.

VISIBILITY WITHIN THE INDUSTRY

Position your brand within a dedicated industry platform.

Experience built to generate real business

The event will feature:



Exhibition Area

Specialized booths for suppliers, manufacturers, and industrial service companies.



Coworking Lounges

Spaces for private meetings and strategic conversations.



Pre-scheduled B2B Meetings

Short, focused meetings between buyers and suppliers.



Networking at key moments

Breakfast, lunch, and welcome cocktail featuring dynamic experiences to foster new connections.



Elevator Pitch Sessions with Buyers

Present your products, services, or solutions directly to key industry decision-makers.



Rubber Industry in Mexico: a market with strong sourcing demand

Mexico has a well-established rubber manufacturing industry, made up of both national and multinational companies operating across strategic sectors such as mobility, manufacturing, packaging, construction, automotive, and industrial supplies.

+700

thousand tons of tire
production per year

+900

rubber
production sites

+54

USD in annual
value added

+50

senior buyers
attending the event

TO PARTICIPATE IN EXPO HULE IS TO BE WHERE DECISIONS ARE MADE

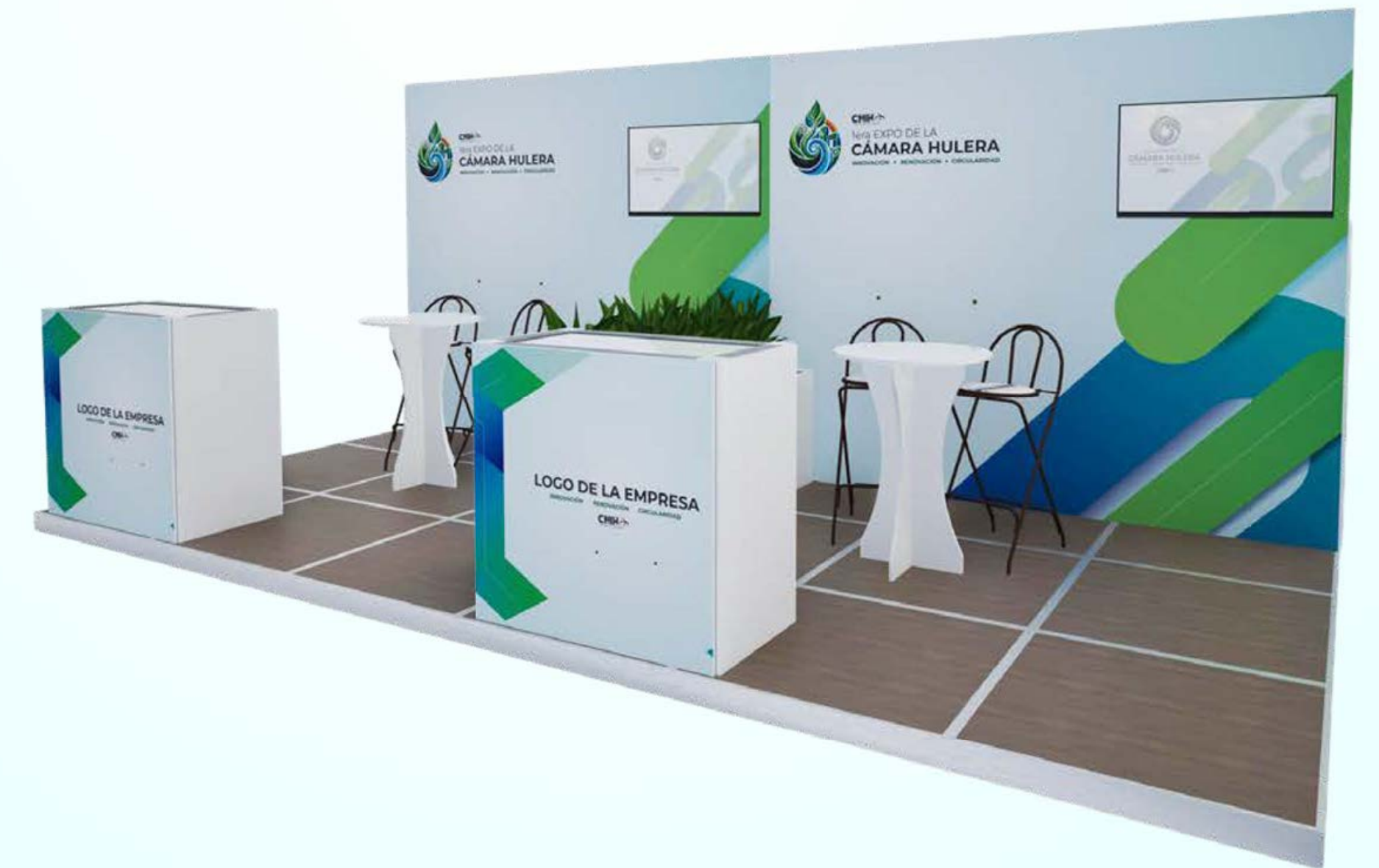
EXHIBITION BOOTHS

Expo Hule booths are designed to simplify participation for exhibiting companies—with ready-to-use setups—and facilitate business conversations with key industry buyers.

Booth Specifications

- 3x3 m back wall with printed fabric featuring event logo
- 1 counter with printed fabric featuring the company logo and storage space
- 1 42" screen
- 3x3 m modular flooring with wood finish
- 3 stools
- 1 high white table
- 1 double electrical outlet
- Shared planter

Package price: USD \$4,834

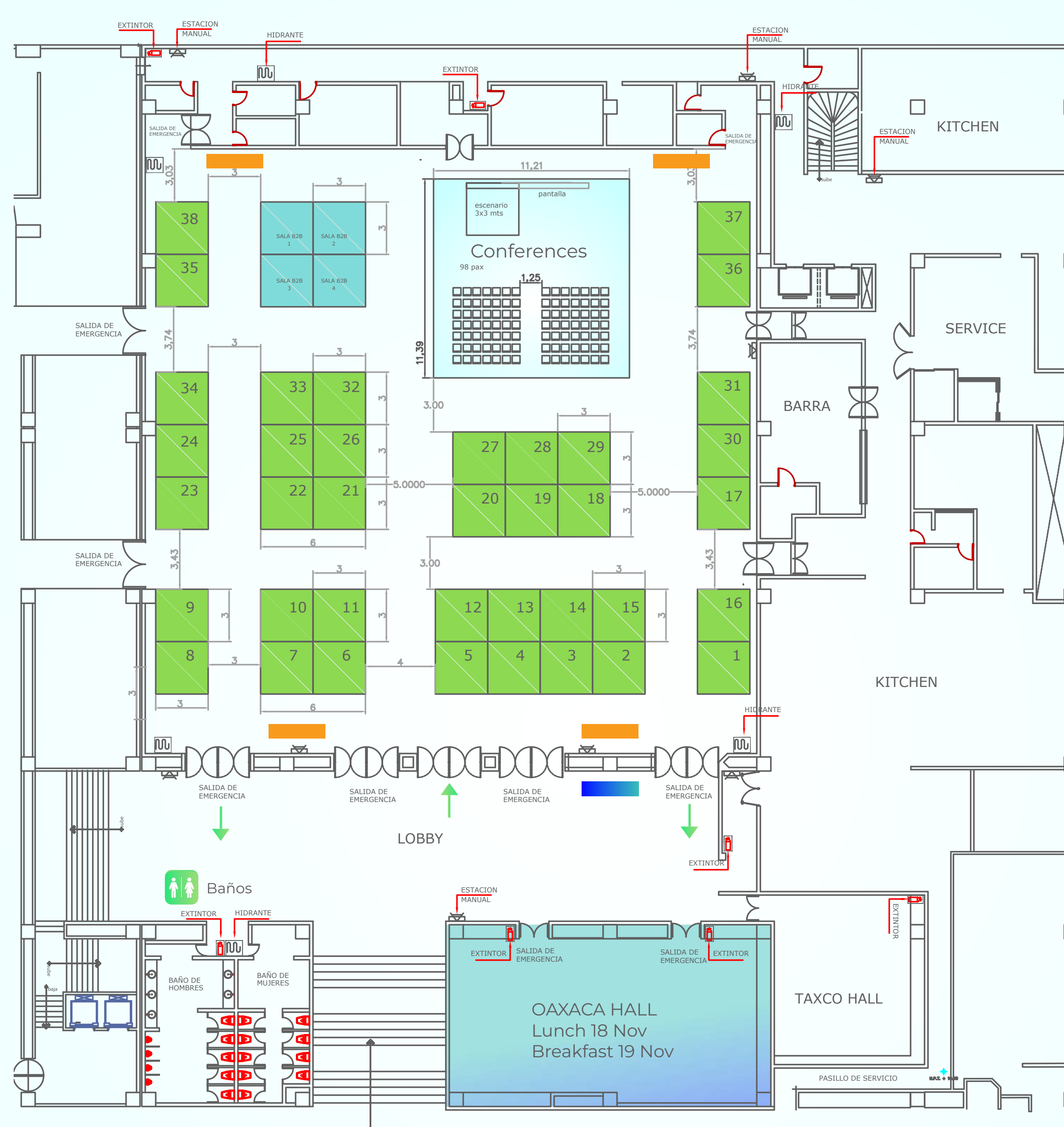


Your booth will not just be a display space—it will be a direct touchpoint with buyers actively seeking new supply chain solutions.



1st "EXPO HULE"
**NATIONAL CHAMBER OF
THE RUBBER INDUSTRY**

COMERCIAL EXHIBITION
Camino Real HALL



- 38 Boots 3X3 M
- 4 B2B MEETING ROOMS
- PLENARY SESSION
- 4 COFFEE STATIONS
- OAXACA HALL
- 1 REGISTRATION DESK



SPONSORSHIPS

BADGES AND LANYARDS

UNIQUE SPONSORSHIP OPPORTUNITY

Brand presence on all event badges worn by visitors and participants.

Includes:

- Brand presence on the badges and lanyards
- Brand presence on the inauguration ribbon
- Brand presence on the conference room Screen
- 1 pass

200 custom printed badges, 200 badge holders, and 200 sublimated lanyards. The company must provide its logo.

USD \$10,956

REGISTRATION AREA

UNIQUE SPONSORSHIP OPPORTUNITY

Brand presence from the moment of arrival at the registration area, welcoming all visitors and participants.

Includes:

- Brand presence on the modules, storage area, and backdrop of the registration area
- Brand presence on the inauguration ribbon
- Brand presence on the conference room Screen
- Opportunity to place printed materials from the sponsoring company at the registration modules
- 1 pass

All printed materials must be provided by the sponsoring company (approximately 300 units). The company must provide its logo.

USD \$9,667

EVENT SIGNAGE

4 AVAILABLE

Brand presence at strategic points throughout the hotel and exhibition.

Includes:

- Brand presence on event signage
- Brand presence on the inauguration ribbon
- Brand presence on the conference room Screen
- 1 pass

6 Totems. The company must provide its logo.

USD \$5,800

COFFEE STATION 1

NOVEMBER 18

UNIQUE SPONSORSHIP OPPORTUNITY

Brand presence during congress breaks, allowing visitors moments of interaction at different points.

Includes:

- Brand presence in the coffee stations
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to place printed materials from the sponsoring company
- Opportunity to place 1 roll-up in each coffee station
- Opportunity to include branded cups and napkins
- 1 pass

Continuous 8-hour service. All printed and physical materials must be provided by the sponsoring company. The company must provide its logo.

USD \$12,889

COFFEE STATION 2

NOVEMBER 19

UNIQUE SPONSORSHIP OPPORTUNITY

Brand presence during congress breaks, allowing visitors moments of interaction at different points.

Includes:

- Brand presence in the coffee stations
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to place printed materials from the sponsoring company
- Opportunity to place 1 roll-up in each coffee station
- Opportunity to include branded cups and napkins
- 1 pass

Continuous 8-hour service. All printed and physical materials must be provided by the sponsoring company. The company must provide its logo.

USD \$12,889

WELCOME PACKAGE

UNIQUE SPONSORSHIP

Brand presence on the welcome kits that will be distributed to all participants and visitors.

Includes:

- Brand presence on all accessories included in the welcome package
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to include printed materials from the sponsoring company inside the kit
- 1 pass

200 backpacks or bags, 200 pens, and 200 notebooks selected by the organizing committee. The company must provide its logo.

USD \$16,112

CELL PHONE CHARGING STATION

4 AVAILABLE

Brand presence. Participants and visitors will be able to charge their mobile devices and work equipment.

Includes:

- Brand presence on the charging station
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- 1 pass

Each charging station includes two branding positions (front and back). The company must provide its logo.

USD \$5,156

B2B BUYERS BREAKFAST

NOVEMBER 19

UNIQUE SPONSORSHIP OPPORTUNITY

Position your brand during the breakfast session offered to buyers.

Includes:

- Opportunity to place a roll-up in the breakfast area
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to place printed materials on the breakfast tables
- Opportunity to deliver a few welcome remarks
- 1 pass

Three-course breakfast for 60 guests. All printed and physical materials must be provided by the sponsoring company. The company must provide its logo.

USD \$18,045

BUYERS LUNCH

NOVIEMBRE 18

UNIQUE SPONSORSHIP OPPORTY

Position your brand during the lunch session offered to buyers.

Includes:

- Opportunity to place a roll-up in the lunch area
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to place printed materials on the lunch tables
- Opportunity to deliver a few welcome remarks
- 1 pass

Three-course plated lunch for 60 guests. All printed and physical materials must be provided by the sponsoring company. The company must provide its logo.

USD \$18,045

OPENING COCKTAIL RECEPTION

NOVEMBER 18

UNIQUE SPONSORSHIP OPPORTUNITY

Showcase your brand during the welcome cocktail.

Includes:

- Opportunity to place a roll-up in the dining area
- Opportunity to have a hostess present to welcome guests
- Brand presence on the inauguration ribbon
- Brand presence on the conference room screen
- Opportunity to distribute printed materials on the table
- 1 pass

Package for 200 guests (canapés and open bar). All printed and physical materials must be provided by the sponsoring company. The company must provide its logoSECURE

USD \$29,000



logoSECURE YOUR BOOTH OR SPONSORSHIP PACKAGE

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Get in touch with a Sales Coordinator

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