

# EXHIBITOR'S MANUAL

**Euro★Posgrados<sup>®</sup>**  
méxico 2023

**ESTUDIAR EN EUROPA**  
para descubrir

**MÉRIDA**  
9 NOVIEMBRE

**CDMX**  
11 NOVIEMBRE

Entrada libre

**MAESTRÍAS • DOCTORADOS • BECAS • CONFERENCIAS**

**[www.europosgrados.org](http://www.europosgrados.org)**



**Embajada de Suecia**  
Ciudad de México



MINISTERIO  
DE UNIVERSIDADES



Unión Europea

## EXHIBITOR'S MANUAL

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## GENERAL FAIR INFORMATION

### *1.) Fair fact sheet.*

Thank you for registering for our event. The fair EuroPosgrados México 2023 is organized by the following Partner committee:



Embajada de Suecia  
Ciudad de México



PRODUCED BY:



For more than 18 years, the fair has aimed to promote European Higher Education in México. It provides a platform for representatives of European states & Higher Education Institutions (HEI´s) to inform the fair visitors about Higher Education opportunities in Europe.

## *2.) Dates / Venues / Opening Hours.*

**Thursday, November 9th, 2023. In Mérida, Yucatán**

**Venue: Centro Internacional de Congresos de Yucatán**

C. 62 294, Centro, 97000 Mérida, Yucatán.

Opening hours for visitors: 16:00h - 20:30h

Opening hours for exhibitors: 14:30h - 21:00h

**Saturday, November 11th, 2023. In México City, México**

**Venue: Hotel Sheraton María Isabel**

Av. Paseo de la Reforma 325, Col. Cuauhtémoc, 06500 CDMX.

Opening hours for visitors: 14:00h. - 19:00h.

Opening hours for exhibitors: 13:00h. - 19:30h.





### *3.) The participation fee covers:*

- ★ Participation in México City and Mérida fairs.
- ★ 6 square meters booth.
- ★ 2 Exhibitor's accreditations with coffee break during fair hours.
- ★ Marketing campaign to promote your institution and destination.
- ★ Logo, institutional picture, profile on the official fair website directory. Search engine by program / country
- ★ Wi-Fi internet access for up to 2 devices.
- ★ Lead Scanning System.
- ★ Access to discount hotel rates.

**Note:** All other expenses (additional services, travel expenses, meals, accommodation, etc.) are not included in the participation fee.



#### *4.) Exhibition spaces, badges, and decoration:*

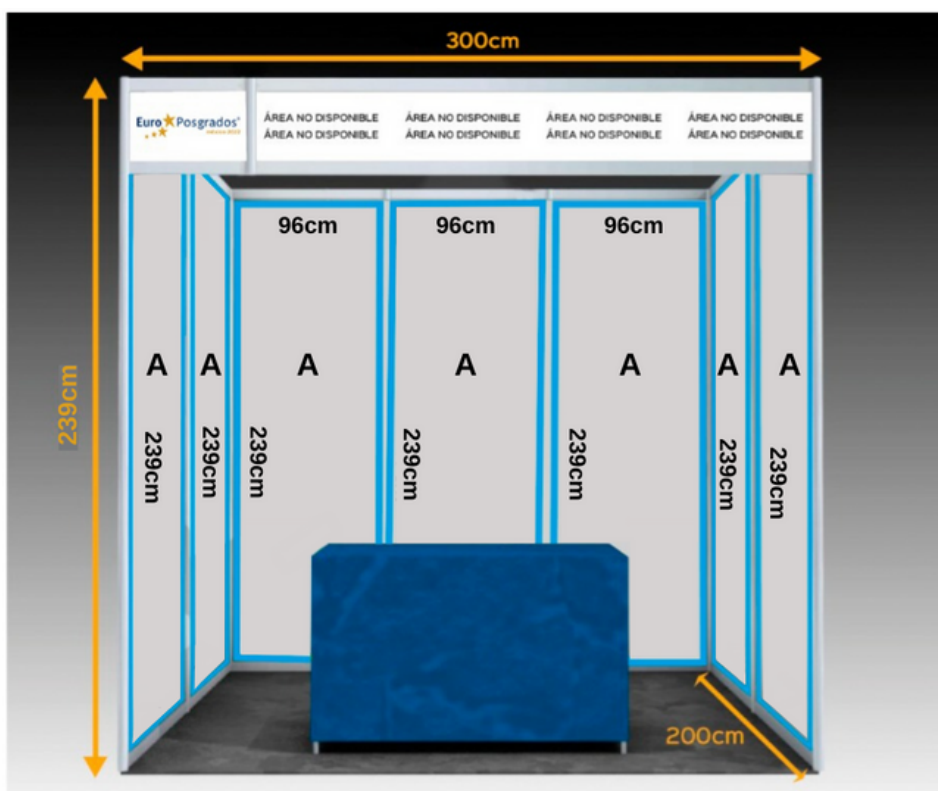
##### **A.) Floor Plan.**

The booths will be grouped by country; the organizers assign the exhibit spaces for the exhibitors.

##### **B.) Exhibition space:**

Each exhibitor will be allocated one booth with the following dimensions and furniture:

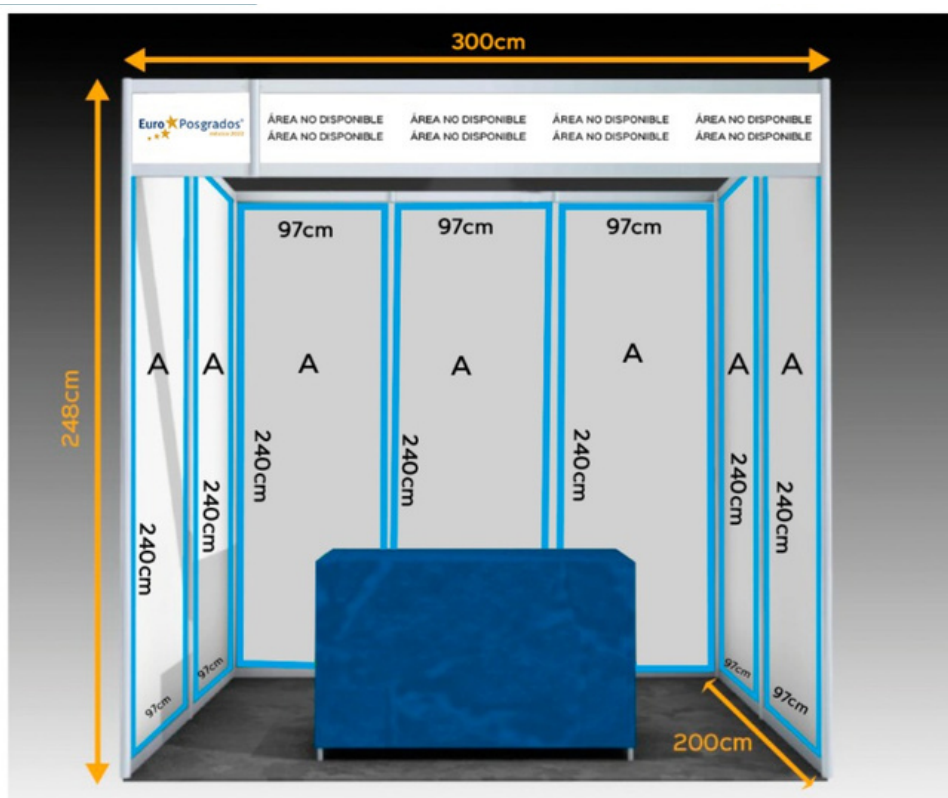
- ★ 3 m × 2 m booth: 3 surrounding walls (Corner-stands with 2 surrounding walls, 2 open fronts).
- ★ Fascia board with country's flag and HEI's name.
- ★ One informative table with two chairs.
- ★ Electricity.



**MÉRIDA**

**TAMAÑO STAND:** 300cm ANCHO x 239cm ALTURA x 200cm PROFUNDIDAD

■ PANEL DE IMPRESIÓN: 96cm x 239cm



**CDMX**

**TAMAÑO STAND:** 300cm ANCHO x 248cm ALTURA x 200cm PROFUNDIDAD

■ PANEL DE IMPRESIÓN A: 97cm X 240cm

### C.) Exhibitor badges.

The exhibitor's names must be sent to [exhibitors@europosgrados.org](mailto:exhibitors@europosgrados.org) no later than October 14th. The participation fee includes 2 exhibitors per stand. There is an extra charge of 50 euros for each additional person.

The exhibitor badges will be distributed at the welcome desk of exhibition-hall in Mérida from 14:30h to 15:30h. Please keep your exhibitor badge and take it with you to the other city, where you will need it again.



### D.) Booth Setup & Decoration

Exhibitors wearing the EuroPosgrados exhibitor badge can access the exhibition area before the opening of the fair to decorate their assigned space. All exhibitors are expected to finish the decoration of booths 15 minutes before the Fair opening. Due to security restrictions, no decoration work in the exhibition area will be allowed during the opening hours.

Exhibitors are free to decorate their assigned space according to personal wishes. Please do not obstruct the aisles of the exhibit hall and/or affect in any way the displays of other exhibitors. It is not allowed to perforate or stick vinyls in the walls, install flickering lights or sound equipment which might disturb other exhibitors.



Make your stand attract attention. We can print your stand decoration:

- ★ Cover your walls with graphics.
- ★ Print posters.

Ask for a personal quotation: [exhibitors@europosgrados.org](mailto:exhibitors@europosgrados.org)



### E.) Cleaning of stand.

The fair will close at 20:30h in Mérida, and 19:00h in Mexico City. Only after closing time, exhibitors can wrap up and pack all materials and displays. It is not allowed to start packing the materials during opening hours. The exhibitor is obliged to turn over the assigned exhibit space in the same condition it was found.

The exhibitor is accountable to the organizers for any damage caused to the assigned space, furniture and its fixtures during the work of assembly and dismantling, as well as during the event. Staff from EuroPosgrados will be present to offer the necessary assistance. Kindly note that all material left in the exhibition area will be disposed of.



### 5.) Security:

Please do not leave unattended your valuable items. Laptop locks will be available at the registration desk.




EuroPosgrados will not be responsible for any lost or stolen items.

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### 6.) Freight Forwarding:

Informative materials could be sent in advance. The committee will be responsible to transport the information materials from where they are stored to your exhibition desk. A list of materials should be sent to [exhibitors@europosgrados.org](mailto:exhibitors@europosgrados.org) as a reference.

**PLEASE LABEL EACH BOX WITH: COUNTRY, NAME OF INSTITUTION, AND PARTICIPANT NAME**



Sender's Information/ Información del emisor

Name/Nombre: \_\_\_\_\_

Institution/Institución: \_\_\_\_\_

Pais / Country: \_\_\_\_\_

Address/Dirección: \_\_\_\_\_

Phone: \_\_\_\_\_

Number/Teléfono: \_\_\_\_\_

Mail/Correo: \_\_\_\_\_

### IMPORTANT:

Kindly note that your sending should not contain any giveaways, or similar items, especially of wood, as packages with other contents than paper will be retained by the Mexican customs.

EuroPosgrados will not pay customs duty for the liberation of your packages. To avoid the risk that the package will be returned to you, please ensure that its value is low and that there is nothing else than paper-materials in it. The information material shall be delivered between October 1st and October 30th at the latest.

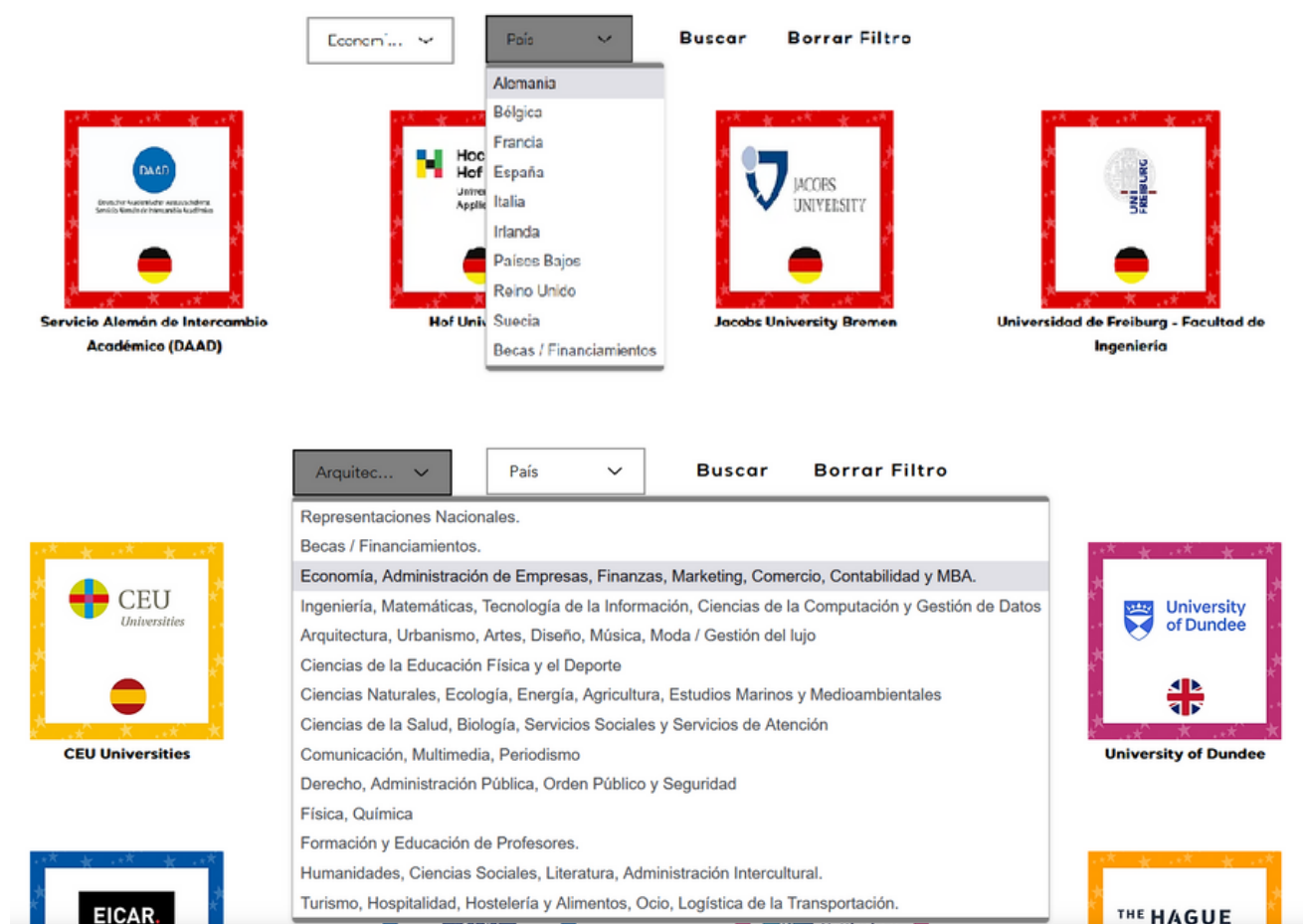
EuroPosgrados is not responsible for the material reception. Please confirm with the courier company the correct delivery, EuroPosgrados will not forward any material from one venue to the next. No responsibility is taken by the organizers for the delivery of your material in due time and correct order.

## 7.) Web Page, online directory and digital catalogue of the fair.

The EuroPosgrados digital directory in the webpage contains:

- ★ Short profile of exhibiting institution.
- ★ Logo and representative photography.
- ★ Video.
- ★ HTML catalogue with downloadable .pdf version for the attendees.
- ★ Search engine by country / program.

EuroPosgrados reserve the right to edit and shorten the content of the profiles.





### 8.) *Internet access.*

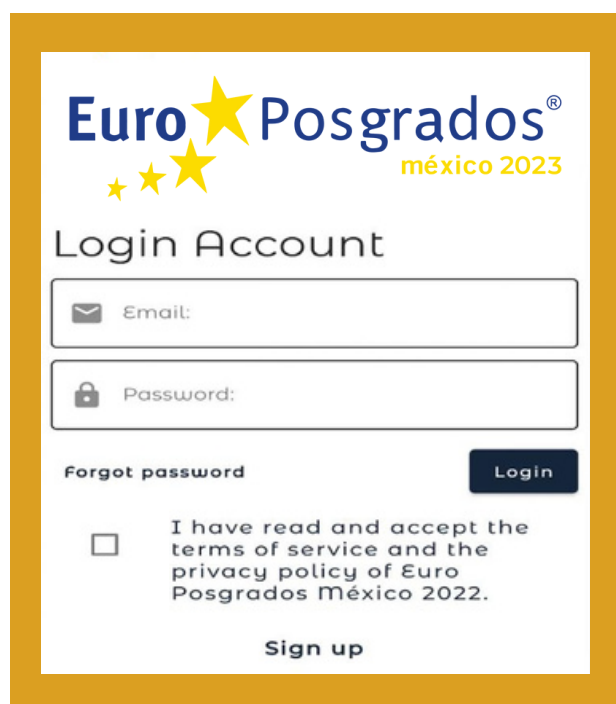
Individual internet access per stand is included in each city. You will be given a password that allows wireless internet access for a single device. Please ask for it in the welcome desk.



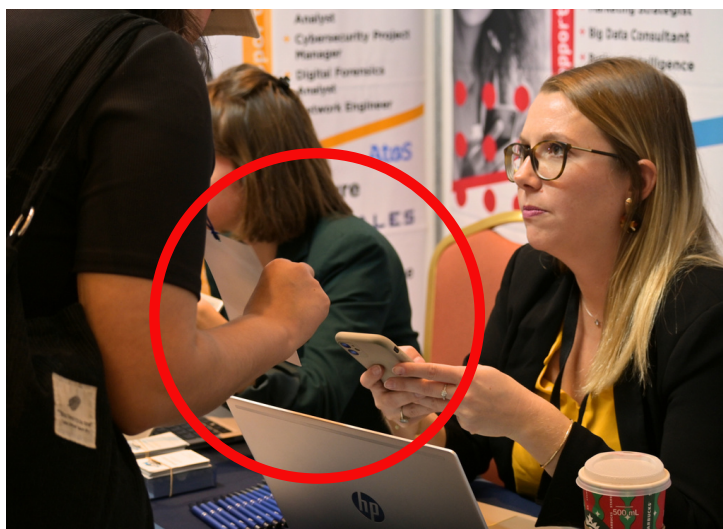
### 9.) Lead scanning system.

In accordance with GDPR policies, EuroPosgrados will not share any data to the exhibitors. All the attendees will have a QR/barcode badge.

Attendees interested in your institution will give their authorization to scan and store their name and e-mail with your own device with the EuroPosgrados application. Close to the date of the fair, the exhibitors will receive the operating instructions of the app. We recommend downloading in advance.



The screenshot shows a login interface for EuroPosgrados México 2023. It includes a logo at the top, a 'Login Account' title, and two input fields for 'Email' and 'Password'. Below these fields are links for 'Forgot password' and a 'Login' button. At the bottom, there is a checkbox for accepting terms and a 'Sign up' link.



### 10.) Organizer contacts.

Participants from organizing countries are in contact with their national representations, all other international HEI's, please contact the Project Office in México:

Premier Meetings, Mónica Martínez de Castro.

E-mail: [exhibitors@europosgrados.org](mailto:exhibitors@europosgrados.org)

WhatsApp number +52 1 55 1581 0574

### 11.) Payment procedures.

Participants from organizing countries, please contact the national representations to know about the payment conditions.

HEI's from other countries: Please register as soon as possible, since our capacity is limited. Once you have completed the registration, you will be emailed a traditional invoice with the payment information that can be paid via bank transfer.



#### EXHIBITOR'S REGISTRATION FORM

Please complete the form. Kindly note that we have limited availability per country, participation is *on a first come, first served basis*. If you require any further assistance, please don't hesitate to get in touch: [exhibitors@europosgrados.org](mailto:exhibitors@europosgrados.org)

### 12.) Terms and conditions for participation.

By completing the application-form of the fair “EuroPosgrados México 2023”, the exhibitor agrees to abide by the terms and conditions for participation at EuroPosgrados México.

### 13.) Ground transportation and accommodation

Every participant is responsible for the room booking and for his travelling from one venue to the next.

#### **A.)Flights**



In this edition, exhibitors will be able to purchase their flights according to their agendas. Be careful to arrive and leave México City from the Benito Juárez International Airport / AICM, as a new airport (Felipe Ángeles / AIFA) opened this year, but it is extremely remote from the city and has limited services.

#### **B.)Accommodation**



EuroPosgrados gets you discounted hotel rates during the fair. Bookings are subject to the hotel's cancellation policies and terms. <https://www.europosgrados.com.mx/accomodation>  
If you do not find any information or have any additional request, do not hesitate to contact us. exhibitors@europosgrados.org we will be more than happy to help you with any inquiry you may have.