

THE NEARSHORING EXPERIENCE

BETHERE2025

AUGUST 13 & 14 - CHIHUAHUA, CHIHUAHUA - CENTRO DE CONVENCIONES

FROM **IMTECH**

WELCOME

To the only binational event in the electronics industry

The Binational Electronics Show aims to be the premier event in the electronics industry between Mexico and the United States. Its goal is to bring together leaders and companies from the global electronics components sector, providing an exceptional platform for the exchange of ideas and business opportunities, as well as fostering collaborations in a nearshoring environment. This event highlights the importance of the border area between the two countries as a vital core for the global electronics industry, becoming a critical point for nearshoring activities.



Imports related to the
electronics industry exceed
\$30 billion dollars a year.

OBJECTIVES

The Binational Electronics Show focuses on connecting leading manufacturers and marketers of electronic components with manufacturing and technology companies located in the border area, highlighting the influence of nearshoring. This event provides an optimal space for the generation and establishment of new projects and businesses in the region, thereby promoting growth and innovation in the electronics industry.

VALUE FOR EXHIBITORS

Exhibitors will have the unique opportunity to connect directly with decision-makers from projects and companies planning to establish or already present in the region, including EMs, CMs, OEMs, as well as design centers. This will allow them to forge vital business and strategic relationships for the continued success of the electronics industry.

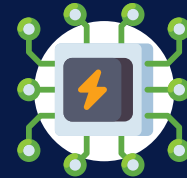
Business center and B2B appointments with buyers and decision-makers from manufacturing companies, CMs, OEMs.



CHIHUAHUA

AND THE NORTHERN BORDER REGION: DRIVERS OF THE ELECTRONICS INDUSTRY

+ \$20 billion dollars
in electronic product exports
from the northern border region.



39%

Chihuahua leads
with 39% of total
exports.

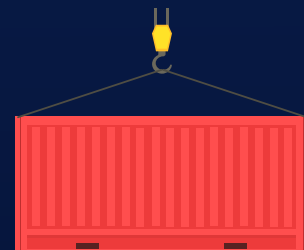
19%

Baja California
Norte contributes
19%

18%

Nuevo León plays
an important role
with 18%.

IMPORTS OF ELECTRONIC PRODUCTS EXCEED \$30 BILLION ANNUALLY



Chihuahua contributes 53% of total imports
of raw materials and equipment.

Baja California Norte contributes 16%.

Tamaulipas closely follows with 15%



VALUE FOR VISITORS

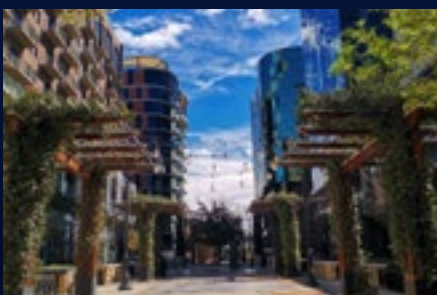


At the Binational Electronics Show, attendees will have the chance to engage with suppliers who can tailor their supply chains to the nearshoring model. They will also be able to forge connections with strategic partners to facilitate their relocation and operations. This event serves as an ideal venue where both established and new companies can directly discover local supply capabilities.



TOURISM IN CHIHUAHUA

Chihuahua stands out as a strategic hub for international business, benefiting from its border location and diverse industries. More than an economic center, it offers a rich cultural experience with its colonial architecture and traditions. The Sierra Tarahumara adds unique natural and cultural value, framing the Binational Electronics Show as a fusion of business and culture, providing attendees with a comprehensive and enriching experience.



STANDS

(Measurements in feet)

We offer extremely spacious booth spaces, ranging in size from 30X20, 20X20, 20X10 and 10X10.

This ensures that exhibitors have the necessary space to carry out any technological displays they require, without any space restrictions.

\$8,862.00
30x20

\$6,154.000
20x20

\$1,969.00
10x10

\$3,446.00
20x10

(ALL PRICES ARE IN DOLLARS + TAX)

PAVILIONS

We will have pavilions of 30X20

\$5,908.00
10x30

SPONSORSHIPS

PLATINUM SPONSORSHIP

\$250,000

- 30x20 ft booth
- 12 cards
- Inauguration Video
- Logo on badge ribbon
- Room for your own workshop or conference x 50 min.

*Conference room

- Room with capacity for 100
- Promotion and advertising
- Promotion and advertising in
- Digital and traditional media.
- Furniture (screen, microphone, logistical support).

GOLD SPONSORSHIP

\$160,000

- 20x20 ft booth
- 8 cards
- Room for your own workshop or conference x 30 min.

SILVER SPONSORSHIP

\$120,000

- 20x20 ft booth
- 8 cards

(ALL PRICES ARE IN DOLLARS + TAX)

PLATINUM \$250,000

- ✓ Conference/workshop room for 100 people x 50 min.
- ✓ 12 badges
- ✓ Welcome cocktail passes
- ✓ Image and brand presence at welcome cocktail party
- ✓ Brand presence on website and social networks nationwide
- ✓ Brand presence on national radio and television
- ✓ Brand presence in event publications worldwide
- ✓ Inauguration video
- ✓ Logo on outdoor billboard
- ✓ Logo on welcome banner in Expo Chihuahua lobby
- ✓ Banners in Expo Chihuahua lobby
- ✓ Logo on conference room screen
- ✓ Logo on lobby screen
- ✓ Logo on hallway banners in the exhibition area
- ✓ Logo on atrium screens
- ✓ Logo on registration
- ✓ Logo on entrance arch
- ✓ Brand presence in press conference
- ✓ Logo on badge ribbon
- ✓ Access to B2B appointments

GOLD \$160,000

- ✓ Conference/workshop room for 100 persons x 30 min.
- ✓ 8 badges
- ✓ Welcome cocktail passes
- ✓ Image and brand presence at welcome cocktail party
- ✓ Brand presence on website and social networks nationwide
- ✓ Brand presence on national radio and television
- ✓ Brand presence in publications of the event worldwide
- ✗ Inauguration video
- ✓ Logo on outdoor billboard
- ✓ Logo on welcome banner in Expo Chihuahua lobby
- ✓ One banner in Expo Chihuahua lobby
- ✓ Logo on conference room screen
- ✓ Logo on lobby screen
- ✓ Logo on hallway banners in the exhibition area
- ✓ Logo on atrium screens
- ✓ Logo on registration
- ✓ Logo on entrance arch
- ✓ Brand presence in press conference
- ✗ Logo on badge ribbon
- ✓ Access to B2B appointments

SILVER

\$120,000



Conference room



6 badges



Welcome cocktail passes



Image and brand presence at welcome cocktail party



Brand presence on website and social networks nationwide



Brand presence on national radio and television



Brand presence in event publications worldwide



Inauguration video



Logo on outdoor billboard



Logo on welcome banner in Expo Chihuahua lobby



Banners in Expo Chihuahua lobby



Logo on conference room screen



Logo on lobby screen



Logo on hallway banners in the exhibition area



Logo on atrium screens



Logo on registration



Logo on entrance arch



Brand presence in press conference



Logo on badge ribbon



Access to B2B appointments

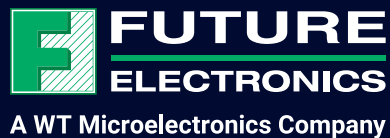
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Electronics



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