AHR EXPO MÉXICO

30 ANNIVERSARY

SALES BROCHURE

MEXICO CITY 2027

SEP 21 - 23 • MEXICO CITY • CENTRO BANAMEX

Together,
we power the
future of **HVACR.**





AIR CONDITIONING | VENTILATION | REFRIGERATION | HEATING | FILTRATION

CO-SPONSORS ASHRAE AHRI

AHREXPOMEXICO.COM

OVERVIEW AND KEY STATISTICS

30 years bringing together Latin America's HVACR industry

WHAT IS AHR EXPO MÉXICO®

Since 1997, AHR EXPO MÉXICO® has been the place where Latin America's HVACR industry comes together to do business. In three days, your company can connect directly with contractors, distributors, engineers and end users, all on one show floor.

It is the largest HVACR exposition in the region. It began as an extension of AHR Expo® in the United States and is co-sponsored by ASHRAE and AHRI. In 2027, it celebrates 30 years and returns to Mexico City for its 20th edition.

2026 STATISTICS, GUADALAJARA

14,120 total verified attendees: 11,545 visitors and 2,575 exhibitors

+58% in attendance vs. **Guadalajara 2022**

447 Exhibiting companies

+50% vs. Guadalajara 2022

77,364 ft² exhibit space sold

48% domestic

52% international



42 countries represented

WHY EXHIBIT?

Six reasons to exhibit in Mexico City 2027

AHR EXPO MÉXICO® is the meeting point where your company can get in front of the people who buy, specify and distribute HVACR in Mexico and Latin America.

Talk to the people who make the purchasing decision

80.74%

of visitors make or influence purchasing decisions.

Reach buyers with a budget

30%

of attendees reported a budget of $500,000 MXN or more for the expo.

Discover new customers

58.58%

of visitors attended for the first time in 2026.

Showcase what's new

71%

of surveyed visitors came to discover technologies and innovations.

Enter the country's largest market

42

countries represented and visitors from all 32 Mexican states in 2026.

Exhibit alongside returning companies

94%

of exhibitors surveyed in 2026 plan to take part in a future edition.

NO EDITION IN 2028.

After Mexico City, the expo won't return until 2029, in Monterrey.

Last spaces available.

VISITOR PROFILE

Who walks the show floor?

80.74%
make or influence purchasing decisions

58.58%
attended for the first time

33.93%
are owners, executives or managers



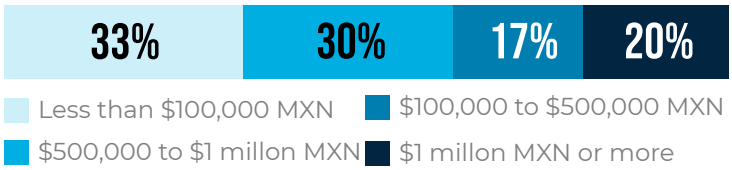
Company type (% of visitors)

Air conditioning and ventilation contractors	25%
Distribution and sales	15%
Industry and cold chain	13%
Engineering, design and construction	12%
Buildings and facilities	9%
Refrigeration contractors	8%
Manufacturers and brands	7%
Academia, associations, press and services	11%

Other job functions

Engineering	19%
Sales and marketing	17%
Maintenance and operations	11%
Field technicians and installation	10%
Purchasing	6%

Visitor's expo budget



71%
came to discover new technologies and innovations

47%
talked to 10 or more exhibitors

93%
found what they were looking for

80%
plan to attend Mexico City 2027

Industries attending the expo

- Food, beverage and cold chain
- Electronics manufacturing
- Hotels
- Data centers and telecommunications
- Hospitals, laboratories and public health
- Supermarkets and retail
- Energy
- Education

PRODUCTS OF INTEREST

What are visitors looking for?

- **80%** Air conditioning
- **50%** Refrigeration
- **37%** Ventilation
- **33%** Tools and instruments
- **31%** Automation and controls
- **31%** Services and installation
- **29%** Heating and hot water
- **28%** Indoor air quality (IAQ)
- **24%** Electrical equipments
- **23%** Precision cooling
- **23%** Process cooling
- **21%** Software
- **20%** Plumbing and hydronics
- **17%** Filtration
- **17%** Renewable energy

What they want to learn

- New technologies and products — 61%
- Technical and installation training — 57%
- ASHRAE and NOM standards — 34%
- Automation and controls — 31%
- Energy efficiency and sustainability — 30%

75%

of contractors are looking for technical training.

A demo at your booth or a talk at the New Technologies Theater meets that need.











2027 FLOOR PLAN

Reserve space for your company



INVESTMENT PER FT² $1,060 MXN + VAT | $47.30 USD

What does my booth include?

- Forklift support up to 4 tons
- Basic 110 V electricity
- Red carpet in the aisles
- Temporary crate storage during move-in
- Cleaning and security in common areas
- Online Exhibitor Manual
- Listing in the printed exhibitor directory
- Certificate of participation
- Exclusive programs to boost your participation
- General event promotion and advertising
- Preferred discounts with official suppliers
- Professional management team and on-site assistance

Additional benefits at no cost

(subject to prior request)

- Royal blue carpet covering the booth area
- Sign with company name and booth number
- Pipe-and-drape back and side walls
- Basic furniture: one table, two chairs and a wastebasket

Exclusive to 10x10, 10x20 and 20x10 ft booths

BE PART OF THE FUTURE
OF HVACR IN LATIN AMERICA

www.ahrexpomexico.com

BOOK A BOOTH

INTERACTIVE FLOOR PLAN

EXHIBITOR PROGRAMS

Your booth is just the beginning

All AHR EXPO MÉXICO® exhibitors have access to 30 no-cost programs to attract their customers and give their brand visibility. Here are some of them:

VIP INVITATIONS

Invite your customers so you can both enjoy great benefits.

MORE INFORMATION →

PROMOTIONAL PARTNER

Promote your participation on social media and earn great recognition badges.

MORE INFORMATION →

NEW TECHNOLOGIES THEATER

Present your products and solutions to attendees.

MORE INFORMATION →

ASHRAE CONFERENCES

A chance to speak at the expo's technical forum.

MORE INFORMATION →

SHOW PREVIEW

Feature your products in the expo's show preview.

MORE INFORMATION →

AHR TV AND EXHIBITOR INTERVIEWS

Showcase your company in interviews and live broadcasts.

MORE INFORMATION →

PODCAST

Join live conversations with thought leaders.

MORE INFORMATION →

OFFICIAL APP

Customize your profile, showcase your products and connect with visitors.

MORE INFORMATION →

GIFTS FOR VISITORS

Sponsor gifts for visitor activities at the Podcast Pavilion.

MORE INFORMATION →

BUSINESS MATCHMAKING CENTER

Close deals in a dedicated space with coffee breaks and other services.

MORE INFORMATION →

NEW PRODUCT BADGE

Highlight your launches on the show floor with a badge.

MORE INFORMATION →

SPONSORSHIPS

Explore all sponsorship options to raise your company's profile at the event.

MORE INFORMATION →

Together, we power the **future** of **HVACR.**

THE HOST CITY

Mexico City: a strategic location

In 2027, AHR EXPO MÉXICO® returns to the nation's capital, home to businesses, projects and buyers from every sector.



The country's economic center

Mexico City and the State of Mexico are the two largest economies in Mexico. Together they generate nearly a quarter of national GDP.

Connected to Mexico and the world

Its air and ground connections make it easy for buyers, equipment and companies from across the country and abroad to get there.

A market with real demand

Offices, hospitals, hotels, retail and industry need air conditioning, ventilation and refrigeration every day.

Close to new projects

It is near industrial corridors and Querétaro, the country's leading data center hub, where cooling is key.

THE VENUE

Centro Banamex

One of the country's most important exhibition venues, with nearly 34,000 m² of column-free exhibit space. It hosted the 2023 edition, and in 2027 it will host the 20th edition, which coincides with our 30th anniversary.



Centro Banamex

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BOOK YOUR BOOTH TODAY!

Last spaces available.

Interactive floor plan ↗

Sales application ↗

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