



EXPO INDUSTRIAL

— Y DE NEGOCIOS —

SONORA

— 2026 —

WHERE BUSINESS CONNECTS

EXHIBITOR & SPONSORSHIP GUIDE

CANACINTRA
LA FUERZA DE LA INDUSTRIA



WHERE BUSINESS CONNECTS

The platform where industry comes together to do business: **2,000+ scheduled B2B meetings**, **100+ buyers and exhibitors**, and 200+ suppliers from Mexico and international markets – all in two days.

COMPANIES

BUYERS

SUPPLIERS

INVESTORS

TALENT



NOVEMBER 4 & 5

2026 · Two Days of Business Connections



EXPOGAN

Sonora · Hermosillo

— A STATEWIDE EXPO

AN EVENT THAT BUILDS THE FUTURE

CANACINTRA chapters across Sonora have joined forces to present Expo Industrial y de Negocios Sonora 2026 — a statewide business platform connecting industry, strengthening supply chains, and creating new opportunities for companies across the region.

Together, we are building a more competitive, innovative and forward-looking Sonora.

One industry. One goal: connect, grow and transform Sonora.

CANACINTRA LEADERSHIP



NATIONAL PRESIDENT
María Lourdes Medina



NOGALES
Miguel Torres
REGIONAL VICE PRESIDENT



HERMOSILLO
Iván Contreras



CD. OBREGÓN
Francisco Fernández



NAVOJOA
Iván Mladovich



SAN LUIS RÍO COLORADO
Leonel Valenzuela

— PROVEN RESULTS

THE EXPO IN NUMBERS

100+ Buyers and Exhibitors

3,000+ Attendees

2,000+ B2B Meetings

200+ Suppliers

2 Days of Networking

LEAD THE INDUSTRIAL FUTURE

— WHY TAKE PART?

WHERE BUSINESS HAPPENS

Expo Industrial y de Negocios Sonora 2026 brings together **key industry players from across Sonora and beyond** for two days of business connections, supplier development and new opportunities. More than a trade show, **it is a strategic platform built for business.**

01 VISIBILITY

Reach thousands of industry professionals and key decision-makers.

02 NEW BUSINESS

Generate qualified leads and secure new business opportunities.

03 PARTNERSHIPS

Build strategic relationships and high-value partnerships.

04 POSITIONING

Position your company as a leader and innovator in your industry.

05 LAUNCHES

Showcase new products, services and solutions.

06 GROWTH

Be part of Sonora's industrial future.



— THE HEART OF THE EXPO

ENCUENTRO DE NEGOCIOS

B2B MATCHMAKING PROGRAM

MEETINGS THAT DELIVER RESULTS

Our **structured B2B matchmaking program** is what sets this event apart.

Meet directly with qualified buyers. Participants receive a **personalized schedule of pre-arranged meetings** with companies actively seeking suppliers and business partners.

2,000+

B2B Meetings

100+

Buyers & Exhibitors

200+

Suppliers

**JOIN THE B2B MATCHMAKING
PROGRAM**

 **662 174 1312 · WHATSAPP**



PARTICIPATING SECTORS

■ Major Buyers / Anchor Companies

■ Manufacturing

■ Mining

■ Automotive

■ Aerospace

■ Energy

■ Construction

■ Agribusiness

■ Logistics

■ Technology

■ Clean Energy & Sustainability

■ Specialized Business & Industrial
Services

CROSS-BORDER REACH · BINATIONAL BUSINESS PLATFORM

SONORA

MEXICO

ARIZONA

UNITED STATES



01 NEARSHORING

02 CROSS-BORDER TRADE

03 INVESTMENT & BUSINESS EXPANSION

04 SUPPLIER DEVELOPMENT

05 ARIZONA-SONORA BUSINESS CONNECTIONS

**CONNECTING INDUSTRIES,
DRIVING THE FUTURE.**

One region. Two markets. Thousands of opportunities. Expo Sonora connects companies on both sides of the border to strengthen supply chains, expand cross-border trade and create new business opportunities.

— PROGRAM

EVENT PROGRAM

Two days of programming designed to connect industry leaders, share insights and generate business opportunities.



BUSINESS FORUM

Industry leaders and keynote speakers share insights on emerging trends, opportunities and the future of industry.



BUSINESS PANELS

Industry leaders discuss the challenges, trends and opportunities shaping industrial growth.



ACTIVATIONS

Interactive experiences that connect your brand with the event's key audiences.



EXHIBITOR CORRIDOR

A high-traffic exhibition area designed to connect companies, showcase solutions and generate new business opportunities.



NETWORKING

Build strategic connections with decision-makers, business leaders and investors.



SONORAN WELCOME RECEPTION & BBQ

An exclusive Sonoran-style welcome BBQ for sponsors, exhibitors, business leaders and special guests.



— BUSINESS FORUM

TWO DAYS OF CONVERSATIONS

Keynotes and panels with industry leaders. Access to the Forum is included with the Executive Pass.

— DAY 1 —

Wednesday, November 4

9:00 Opening: Sonora as an industrial and technology platform

10:00 International logistics and global brands

11:00 The new global industry: semiconductors and investment

12:30 *To be confirmed*

13:30 Artificial intelligence applied to business

16:00 The factory of the future

17:00 The future of mobility

19:30 Welcome reception and Sonoran cookout

— DAY 2 —

Thursday, November 5

10:00 Sonora-Arizona business

11:00 Companies transforming Sonora

12:30 Family business: growing and lasting

13:30 CANACINTRA today and tomorrow

16:00 Mexico 2027: economy and competitiveness

17:00 Women who transform

18:30 Sonora moving forward

Programme subject to change. Times are confirmed on site.

— EVENT LAYOUT

AN EXPERIENCE DESIGNED FOR BUSINESS

Five interconnected zones designed to maximize visibility, networking and business opportunities.

1 BUSINESS FORUM
High-level talks and business panels.

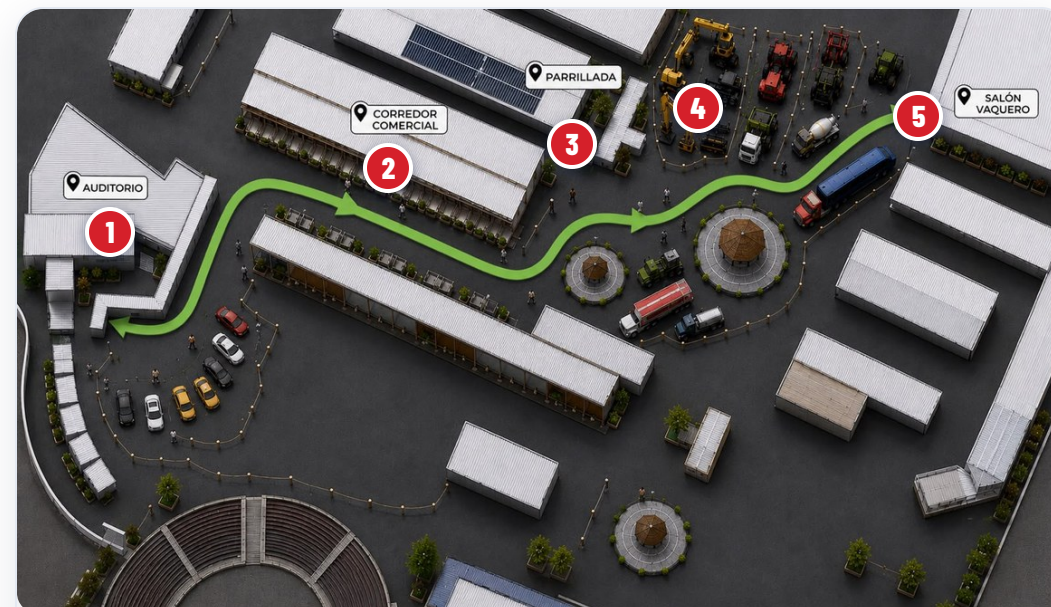
2 EXHIBITOR CORRIDOR
A dedicated exhibition route featuring companies from key industrial sectors.

3 SONORAN WELCOME AREA
Sonoran-style welcome reception and BBQ for sponsors, exhibitors and special guests.

DAY 1 - AFTERNOON

4 INDUSTRIAL EXHIBITION AREA
Machinery, heavy equipment, commercial vehicles, industrial solutions and innovations.

5 B2B MATCHMAKING & PREMIUM BOOTHS
Dedicated area for pre-scheduled buyer-supplier meetings and premium sponsor booths.



EXHIBITOR CORRIDOR - FULL VIEW

The route end to end: auditorium, corridor, barbecue area and Salón Vaquero. Numbers match the five zones listed on the left.

Illustrative images; the final layout may be adjusted.

— EVENT LAYOUT

EVENT FLOOR PLANS

Explore booth locations and commercial spaces throughout the event.



ZONE 2 • EXHIBITOR CORRIDOR

Numbered exhibitor booth locations.



ZONE 5 • SALÓN VAQUERO

Sponsor booths and B2B matchmaking tables.

Illustrative images; the final layout may be adjusted.

— EXHIBITION FLOOR

EXHIBITOR CORRIDOR

Connect with **leading companies across key industrial sectors** in one dedicated exhibition area.

■ **ADVANCED MANUFACTURING & INDUSTRY 4.0**

■ **MINING**

■ **ENERGY**

■ **LOGISTICS & CROSS-BORDER TRADE**

■ **AGRIBUSINESS**

■ **INNOVATION & TECHNOLOGY**

■ **INDUSTRIAL SERVICES**

■ **SONORA-ARIZONA**

■ **ENTREPRENEURSHIP**

■ **CANACINTRA**

— EXHIBITOR OPPORTUNITIES

RESERVE YOUR EXHIBIT SPACE

Put your company in front of buyers, decision-makers and industry leaders. **Booth locations are assigned on a first-come, first-served basis.**

INSTITUTIONAL BOOTH 3×3 m²	INSTITUTIONAL PLUS BOOTH 3×3 m²	HEAD BOOTH 3×6 m²	CORNER BOOTH 3×9 m²
USD \$1,350 international rate - Booth structure, 1 table and 2 chairs 110 V power outlet - Company name printed on booth header - Located in the Exhibitor Corridor 1 Executive Pass included - Brand exposure on event screens - Logo placement on event banner - Individual exhibitor welcome post on social media Exhibitor Welcome Kit Priority scheduling for B2B matchmaking meetings	USD \$1,700 international rate - Booth structure, 1 table and 2 chairs 110 V power outlet - Company name printed on booth header - Located in Salón Vaquero 2 Executive Passes included - Brand exposure on event screens - Logo placement on event banner - Individual exhibitor welcome post on social media Exhibitor Welcome Kit Priority scheduling for B2B matchmaking meetings	USD \$2,150 international rate - Booth structure, 2 tables and 4 chairs 110 V power outlet - Company name printed on booth header - Located in the Exhibitor Corridor 2 Executive Passes included - Brand exposure on event screens - Logo placement on event banner - Individual exhibitor welcome post on social media Exhibitor Welcome Kit Priority scheduling for B2B matchmaking meetings	USD \$2,500 international rate - Booth structure, 2 tables and 4 chairs 110 V power outlet - Company name printed on booth header - Located in Salón Vaquero 2 Executive Passes included - Brand exposure on event screens - Logo placement on event banner - Individual exhibitor welcome post on social media Exhibitor Welcome Kit Priority scheduling for B2B matchmaking meetings

Booth height: 2.50 m · Maximum height: 3.80 m (**indoor only · Salón Vaquero**) · Outdoor booths (exhibitors): 2.50 m height. **International rates in U.S. dollars; final price, no additional taxes.**

[CHECK BOOTH AVAILABILITY →](#)

INFORMATION & BOOKINGS Hermosillo 662 180 9852 · Cd. Obregón 644 250 4584 · Nogales 662 315 8750 · Navjoa 642 147 3796 · San Luis Río Colorado 653 137 5567

— POSITION YOUR BRAND · GENERATE BUSINESS · LEAD THE INDUSTRY

SPONSORSHIP PACKAGES

◆ PLATINUM

PREMIER VISIBILITY & INDUSTRY LEADERSHIP

USD **\$6,500** international rate

- Premium 6×6 m booth in a preferred location
- Logo placement on stage, event banner, signage and key event materials
- Up to 30-second promotional video on event screens
- Dedicated sponsor announcement on social media
- Featured listing in the Business Directory and on the official event website
- Preferred participation in the **Business Forum***
- Priority access to B2B matchmaking meetings
- **Post-event business directory** and participating company database*
- **6 Executive Passes Plus**
- Outdoor exhibition space*

ONLY 2 AVAILABLE

● GOLD

PROMINENT POSITIONING

USD **\$3,800** international rate

- Head Booth 6×3 m located in **Salón Vaquero**
- Logo placement on stage, event banner, signage and key event materials
- Brand exposure on event screens
- Dedicated sponsor announcement on social media
- Priority access to B2B matchmaking meetings
- Featured listing in the Business Directory and on the official event website
- **Post-event business directory** and participating company database*
- Outdoor exhibition space*
- **4 Executive Passes Plus**

ONLY 4 AVAILABLE

▲ SILVER

INSTITUTIONAL PRESENCE

USD **\$2,200** international rate

- Institutional Booth 3×3 m located in **Salón Vaquero**
- Logo placement on stage, event banner, signage and key event materials
- Brand exposure on event screens
- Dedicated sponsor announcement on social media
- Priority access to B2B matchmaking meetings
- Featured listing in the Business Directory and on the official event website
- **Post-event business directory** and participating company database*
- Outdoor exhibition space*
- **2 Executive Passes Plus**

ONLY 8 AVAILABLE

✦ BRANDING PARTNER

BRAND VISIBILITY – NO BOOTH

USD **\$700** international rate

- Presence on event screens
- Dedicated space in the Brand Showcase Area (2.5×2 m)*
- Inclusion in the Digital Business Directory
- Logo in the Branding Partners section of the website
- Group welcome post on social media
- Supplier registration for the B2B Matchmaking Program*
- **1 Executive Pass**

15 AVAILABLE

IN-KIND SPONSORSHIP

Catering

Accreditation, signage & event branding

Attendee experience

Hospitality & lodging

Uniforms

Coffee break

Connectivity & telecommunications

Audiovisual production

Screens & sound

Food & beverage

Bags & promotional items

Executive transportation

* Subject to availability and approval by the Organizing Committee. Data sharing subject to applicable privacy regulations and attendee consent. International rates in U.S. dollars; final price, no additional taxes.

— CHOOSE THE SPONSORSHIP LEVEL THAT FITS YOUR BUSINESS GOALS

BENEFITS COMPARISON

BENEFIT	◆ PLATINUM	● GOLD	▲ SILVER	✦ BRANDING PARTNER
Sponsorship investment (USD)	USD \$6,500	USD \$3,800	USD \$2,200	USD \$700
Available packages	2	4	8	15
Booth	Premium 6×6 m	Head Booth 6×3 m Salón Vaquero	Institutional 3×3 m Salón Vaquero	No booth
Preferred location	★	✓	✓	—
Logo on stage	★	✓	✓	—
Banner, signage and main materials	★	✓	✓	—
Advertising on screens	★ + 30 sec. video	✓	✓	Group
Dedicated social media feature	✓ Individual	✓ Individual	✓ Individual	Group
Business Directory	✓ Access	✓ Access	✓ Access	✓ Access
Official website	✓	✓	✓	Branding Partners section
B2B Matchmaking	★ Priority scheduling	✓ Priority scheduling	✓ Priority scheduling	Supplier registration*
Business Forum	★ Preferred participation*	✓ Access	✓ Access	—
Post-event business directory*	✓ Companies and attendees	✓ Companies and attendees	✓ Companies and attendees	—
Executive Passes	6 Plus	4 Plus	2 Plus	1 Executive
Outdoor exhibition space*	✓	✓	✓	Brand Showcase Area 2.5×2 m*

★ = Exclusive or top-tier benefit · ✓ = Included · — = Not included · * Subject to availability and approval by the Organizing Committee. Data sharing subject to applicable privacy regulations and attendee consent. International rates in U.S. dollars; final price, no additional taxes.

— INSTITUTIONAL & INDUSTRY SUPPORT

STRATEGIC PARTNERS

Industry organizations, institutions and business associations supporting Expo Industrial y de Negocios Sonora 2026.



AUDIENCE

WHO WILL YOU MEET?

- C-level executives
- Business owners
- Suppliers
- Chambers of Commerce
- Universities
- Buyers
- Investors
- Entrepreneurs
- Economic Development
- Research centers



RESERVE YOUR SPACE FROM YOUR CITY

📍	Hermosillo	662 180 9852
📍	Nogales	662 315 8750
📍	Ciudad Obregón	644 250 4584
📍	Navojoa	642 147 3796
📍	San Luis Río Colorado	653 137 5567

ONE EXPO.
SONORA'S INDUSTRY IN ONE PLACE.

CONTACT

GET IN TOUCH

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✉️ hola@canacintrahermosillo.com

🌐 canacintrahermosillo.com

Contact us today to schedule a **15-minute call**. Our team will help you identify the best exhibitor or sponsorship opportunity for your business.

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