



# EXPO INDUSTRIAL

— Y DE NEGOCIOS —

# SONORA

— 2026 —

**WHERE BUSINESS CONNECTS**

EXHIBITOR & SPONSORSHIP GUIDE

CANACINTRA  
LA FUERZA DE LA INDUSTRIA



EXPO  
INDUSTRIAL  
— Y DE NEGOCIOS —  
SONORA  
2026

# 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
- Mining
- Aerospace
- Construction
- Logistics
- Clean Energy & Sustainability
- Manufacturing
- Automotive
- Energy
- Agribusiness
- Technology
- 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

*Sonora innovates: from local talent to global markets*

09:00  
45 min

## Opening ceremony

Focus: Sonora, an industrial and technology platform | Alfonso Durazo - Governor of Sonora  
María Lourdes Medina - National President of CANACINTRA | Antonio Astiazarán - Mayor of Hermosillo  
Iván Contreras - President of CANACINTRA Hermosillo

10:00  
45 min

## Talk: International logistics and global brands

Leticia Rodríguez, Senior logistics executive | Global and cross-border supply chains  
Angélica Atondo, Brand and Strategic Relations Manager | The ILS Company

11:00  
1 hour

## Panel: Growing and lasting: decisions that consolidate Sonoran companies

Luis Ballesteros - CEO, RCR Refrigeración | Arturo Esparza - CEO, Suspiros  
Martín Chávez - CEO, Movimex | Fernando Yeomans - CEO, Kalefans América

12:00  
1 hour

## Panel: From the field to the global market: innovation and added value in Sonora's agribusiness

Alan Aguirre - CEO and founding partner, Grupo Alta  
Carlos Iberri - CEO, Agrocir

13:30  
45 min

## Talk: Family businesses that last: professionalization, succession and legacy

Luis Edmundo Grijalva Parra - Chairman, Grupo GranAuto  
Luis Edmundo Grijalva Gámez - CEO, GranAuto  
Darío Sánchez - Advisor and Board Member, Grupo Gran Auto

14:30  
1 h 30 min

## Free time

16:00  
45 min

## Talk: Artificial intelligence, automation and the factory of the future

Amazon - Latin America representative

17:00  
45 min

## Talk: The mobility of the future

Dr. Gertie Agraz Boenecker - CEO, Beyond Movilidad Compartida

20:00

## Welcome reception and Sonoran cookout

— DAY 2 —

Thursday, November 5

*Sonora grows: leadership and decisions that last*

10:00  
45 min

## Talk: Business between Sonora and the United States

Allan Rodríguez - Entrepreneur and businessman in construction and restaurants

11:00  
1 hour

## Panel: Sonora in global supply chains: investment, industry and opportunities for local companies

María Elena Gallego - President, Grupo Collectron  
Luis Felipe Seldner - President, Grupo Tetakawi  
Moderator: Jesús Gámez

12:30  
45 min

## Talk: The new global industry: semiconductors and investment

UCAN - Universidad de Ciencias Aplicadas de Norteamérica

13:45  
1 hour

## Panel: CANACINTRA today and tomorrow

Former CANACINTRA presidents: | Ramón Corral - Javier Gándara - Guillermo Aello  
Raúl Bujanda - Silvia Álvarez | Moderator: Iván Contreras

14:45

## Free time

16:00  
45 min

## Talk: Economic outlook for Mexico 2027 and its impact on business decisions

To be confirmed

17:00  
1 hour

## AMMJE Hermosillo Women Leaders Forum

Women entrepreneurs

18:30

## Closing: 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.

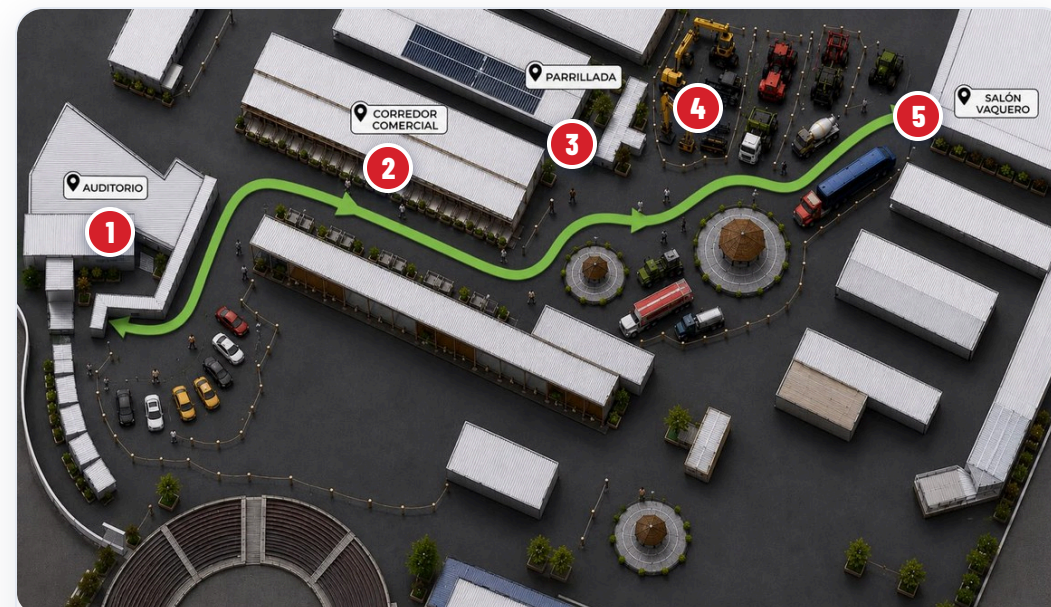
**2 EXHIBITOR CORRIDOR**  
A dedicated exhibition route featuring companies from key industrial sectors.

**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

30 exhibitor booths, numbered 31 to 60.



## ZONE 5 • SALÓN VAQUERO

**Sold out:** all 30 booths are taken. Home to the sponsor booths and the B2B matchmaking tables.

Availability as of October 8, 2026. See the live map at [expocanacintrasonora.com/stands.html](http://expocanacintrasonora.com/stands.html) · 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. Salón Vaquero is sold out and there are no Head booths left; the Institutional Booth in the Exhibitor Corridor is still available.

**Booth locations are assigned on a first-come, first-served basis.**

| INSTITUTIONAL BOOTH <span>3×3 m<sup>2</sup></span>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | INSTITUTIONAL PLUS BOOTH <span>3×3 m<sup>2</sup></span>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | HEAD BOOTH <span>3×6 m<sup>2</sup></span>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | CORNER BOOTH <span>3×9 m<sup>2</sup></span>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>USD <b>\$1,350</b> international rate</p> <ul style="list-style-type: none"><li>Booth structure, <b>1 table and 2 chairs</b></li><li>110 V power outlet</li><li>Company name printed on booth header</li><li>Located in the <b>Exhibitor Corridor</b></li><li><b>1 Executive Pass</b> included</li><li>Brand exposure on event screens</li><li>Logo placement on event banner</li><li>Individual exhibitor welcome post on social media</li><li><b>Exhibitor Welcome Kit</b></li><li><b>Priority scheduling</b> for B2B matchmaking meetings</li></ul> | <p>USD <del><b>\$1,700</b></del> international rate</p> <p><b>SOLD OUT</b><br/>SALÓN VAQUERO SOLD OUT</p> <ul style="list-style-type: none"><li>Booth structure, <b>1 table</b></li><li>110 V power outlet</li><li>Company name printed on booth header</li><li>Located in the <b>Exhibitor Corridor</b></li><li><b>2 Executive Passes</b> included</li><li>Brand exposure on event screens</li><li>Logo placement on event banner</li><li>Individual exhibitor welcome post on social media</li><li><b>Exhibitor Welcome Kit</b></li><li><b>Priority scheduling</b> for B2B matchmaking meetings</li></ul> | <p>USD <del><b>\$2,150</b></del> international rate</p> <p><b>SOLD OUT</b><br/>NONE LEFT</p> <ul style="list-style-type: none"><li>Booth structure, <b>2 tables</b></li><li>110 V power outlet</li><li>Company name printed on booth header</li><li>Located in the <b>Exhibitor Corridor</b></li><li><b>2 Executive Passes</b> included</li><li>Brand exposure on event screens</li><li>Logo placement on event banner</li><li>Individual exhibitor welcome post on social media</li><li><b>Exhibitor Welcome Kit</b></li><li><b>Priority scheduling</b> for B2B matchmaking meetings</li></ul> | <p>USD <del><b>\$2,500</b></del> international rate</p> <p><b>SOLD OUT</b><br/>SALÓN VAQUERO SOLD OUT</p> <ul style="list-style-type: none"><li>Booth structure, <b>2 tables</b></li><li>110 V power outlet</li><li>Company name printed on booth header</li><li>Located in the <b>Exhibitor Corridor</b></li><li><b>2 Executive Passes</b> included</li><li>Brand exposure on event screens</li><li>Logo placement on event banner</li><li>Individual exhibitor welcome post on social media</li><li><b>Exhibitor Welcome Kit</b></li><li><b>Priority scheduling</b> for B2B matchmaking meetings</li></ul> |

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 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
- 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\*

**SOLD OUT**  
SALÓN VAQUERO SOLD OUT

**SOLD OUT**

## ● 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 space in the Brand Showcase Area (2.5×2 m)\*
- 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**

**SOLD OUT**  
SALÓN VAQUERO SOLD OUT

**SOLD OUT**

## ▲ 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 space in the Brand Showcase Area (2.5×2 m)\*
- 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**

**SOLD OUT**  
SALÓN VAQUERO SOLD OUT

**SOLD OUT**

## ✦ 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**

**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                    |
| Availability                       | SOLD OUT                   | SOLD OUT                          | SOLD OUT                             | Available                    |
| Booth                              | Premium 6×6 m              | Head Booth 6×3 m<br>Salón Vaquero | Institutional 3×3 m<br>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.

— ALREADY CONFIRMED

# EXHIBITORS & SPONSORS

Companies that have already secured their place, by participation level.

## GLOBAL PLATINUM PARTNER



## PLATINUM



## GOLD



## SILVER



## EXHIBITOR



## BUYERS



— 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

📞 662 174 1312 · B2B Matchmaking

📞 662 276 1466 · Executive Passes

📄 Free registration ·  
[expocanacintrasonora.com/registro](http://expocanacintrasonora.com/registro)

✉️ [hola@canacintrahermosillo.com](mailto:hola@canacintrahermosillo.com)

🌐 [canacintrahermosillo.com](http://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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