

NOVEMBER 11 - 12, 2026
WTC CDMX



EXHIBITOR PROSPECTUS

MEXICO ROOFING DAY 2026

THE *RENDEZ-VOUS* POINT FOR PROFESSIONAL ROOFING



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More than **112 million square meters** of built industrial space across Mexico rely on roofing solutions that safeguard operations, assets, and infrastructure.

Mexico Roofing Day brings together the companies and experts who make that possible—and who, with each edition, continue to move the roofing industry in Mexico forward.



**Strengthen the roofing industry in
Mexico**



What is Mexico Roofing Day?

Mexico Roofing Day (MRD) is Mexico's specialized event for commercial and industrial roofing. In 2026, MRD will celebrate its fourth edition, consolidating its position as the main meeting point for manufacturers, distributors, contractors, specifiers, consultants, and key decision-makers in the sector.



MRD 2026: A New Stage

Mexico Roofing Day (MRD) is growing and transforming in 2026 to include more solution providers who will showcase the latest technologies in the global roofing industry in a larger exhibition space, where visitors can learn about premium solutions for roofing, waterproofing, and roof insulation, among others.



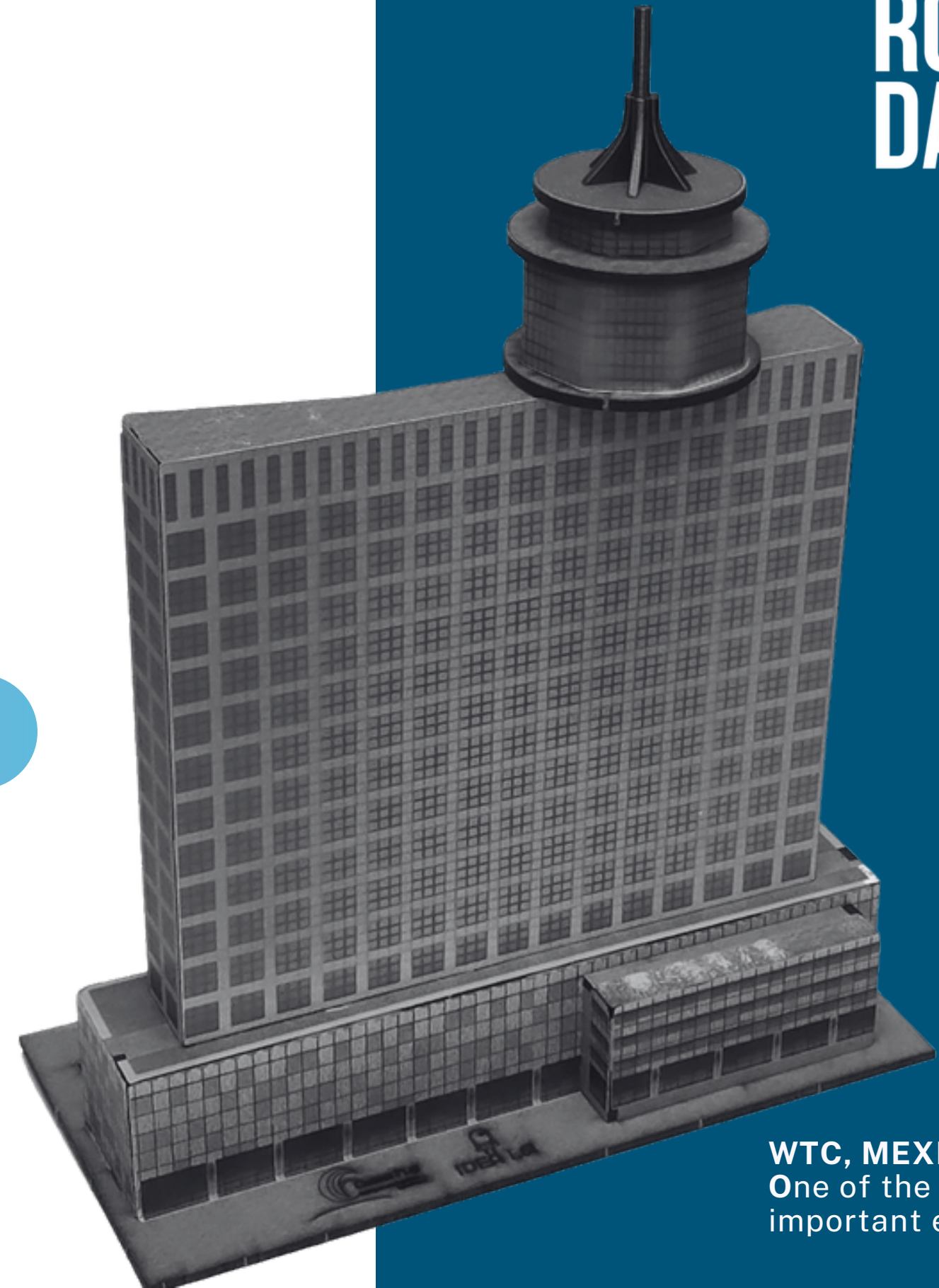
NOVEMBER 11 - 12, 2026



WORLD TRADE CENTER,
MEXICO CITY
OLMECA ROOMS 3 AND 4

WHAT'S NEW?

- A larger exhibition floor as the core of the event
- Specialized technical conferences
- Space for commercial presentations/demonstrations



WTC, MEXICO CITY
One of the country's most important exhibition venues.

Reasons to Exhibit

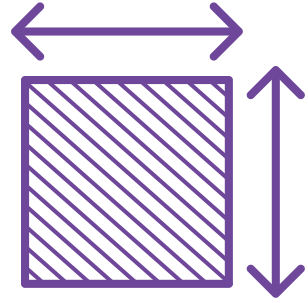
Being an exhibitor at Mexico Roofing Day 2026 means positioning your brand at the forefront of a highly qualified audience with real decision-making power.

- 1 Direct access to industrial and commercial roofing contractors.
- 2 Contact with CEOs, General Managers & Purchasing, Operations, and Project Managers.
- 3 Visibility among specifiers, engineers, and consultants who directly influence material selection.
- 4 Opportunity to showcase solutions and explain the technical advantages of your products.
- 5 Generation of qualified leads in a networking-focused environment.
- 6 Increase brand exposure and recognition, positioning your brand as an industry leader.

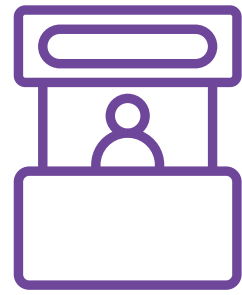


If you are a manufacturer, supplier, or company providing roofing products and services, you can't miss your space at MRD 2026!

MRD 2026 in Numbers



465
m² of exhibits



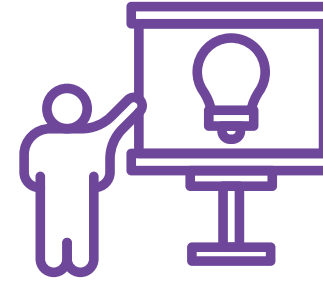
+40
exhibitors



+1000
attendees



+12
conferences
and panels



30
commercial
presentation
slots



Decision-makers

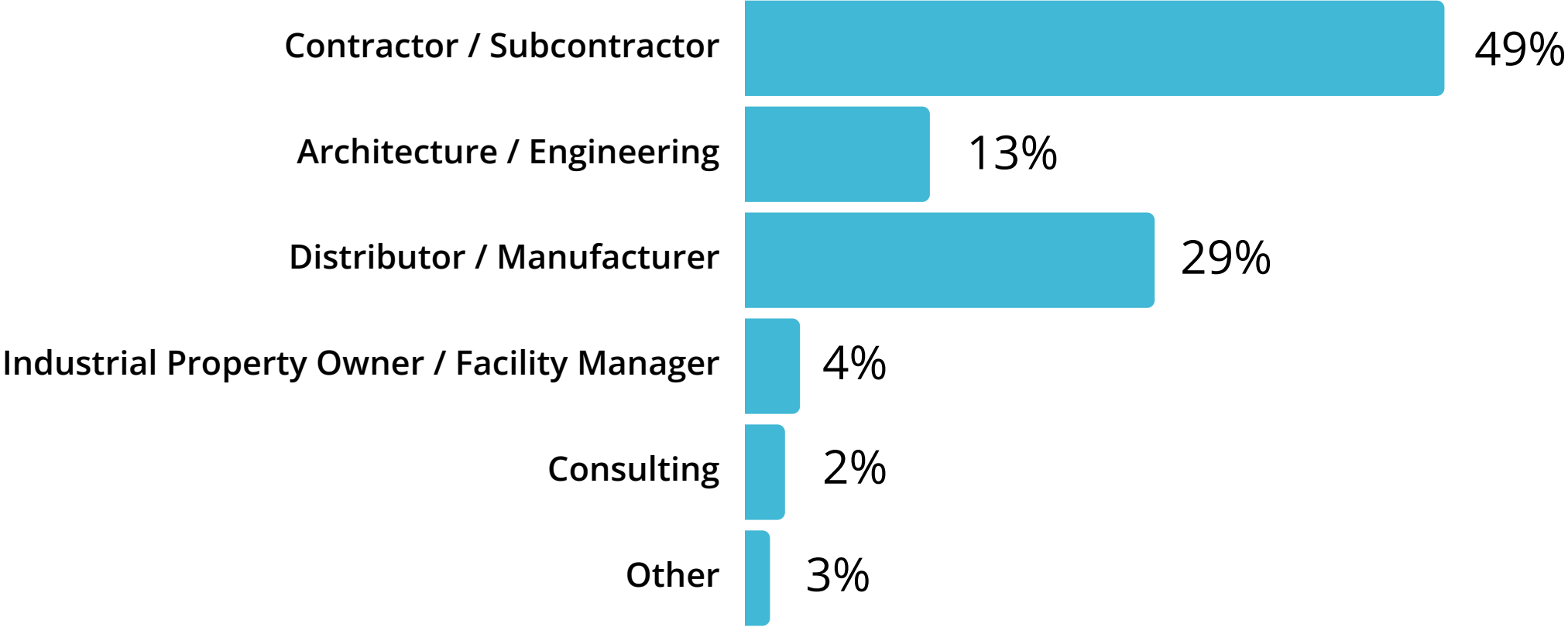
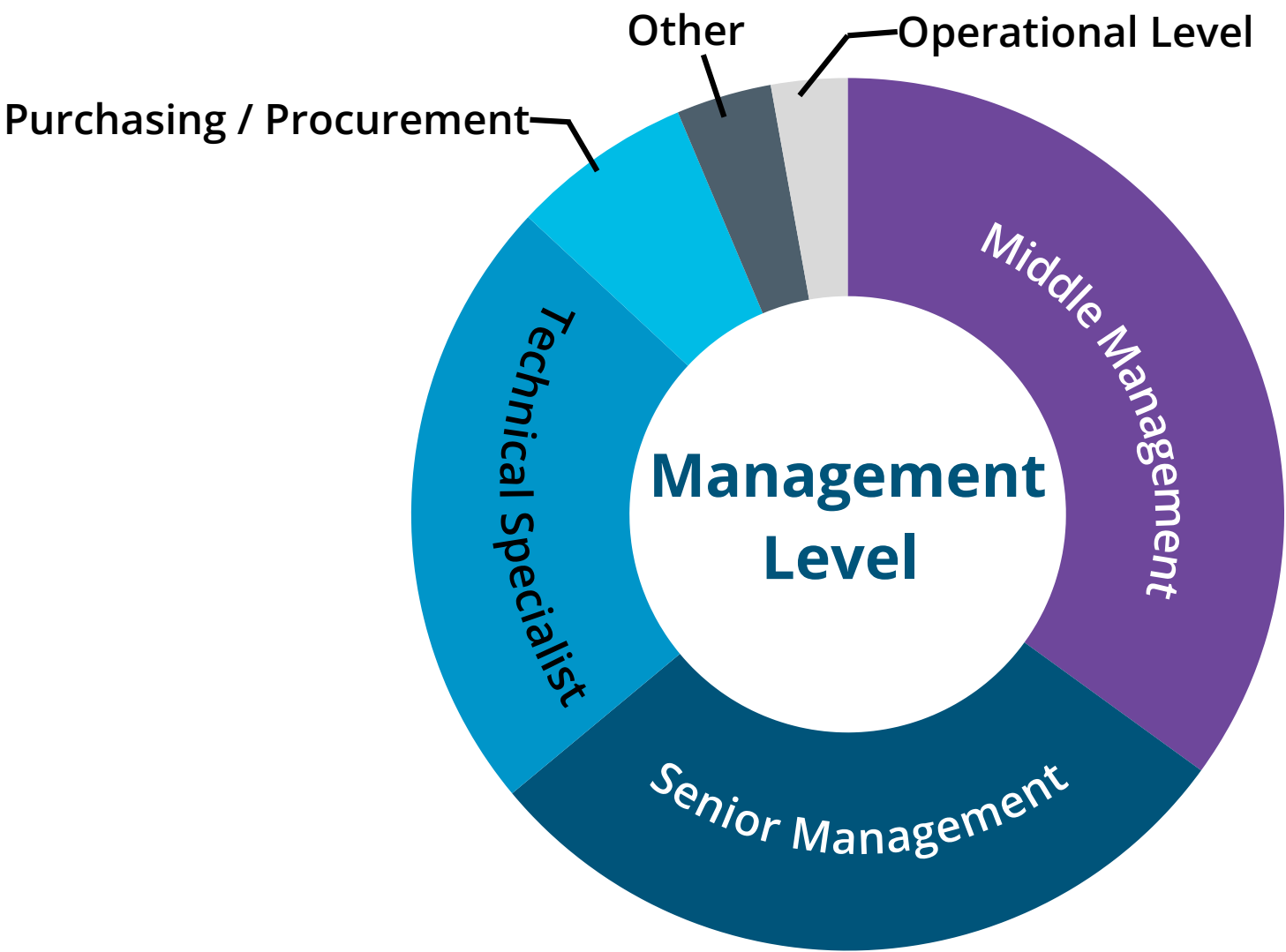
Streamline your networking process and become top of mind for your clients.

- **94%** of attendees are **decision-makers**
- **55%** have the final say



Our Attendees

Based on MRD 2025



Target Market

- Industrial and commercial roofing - construction and maintenance
- Construction materials
- Facility management
- Architecture and engineering

Testimonials



México Roofing Day 2025 in Guadalajara

“

“An excellent experience. I’ve been in the industry for 20 years and I’m still taking notes. Conferences like this help drive change and raise the quality of the industry.

The opportunity to exchange knowledge is outstanding. I look forward to the next editions.”

— **Lennard Spirig, Europe Market Manager, OMG**

“

“The presentations and the technical knowledge were worth every minute.

Outside of the U.S., this is one of the largest IIBEC-sponsored events we have.

It is well needed in Mexico and very well received. The place for those seeking knowledge so they can better the industry.”

– **John Pohorsky, Director Technical Services, GAF Materials Corporation**

“

“I found it very interesting to see different manufacturers coming together to share technical knowledge in Mexico and help improve the quality of roofing. I was truly proud to be here and thoroughly enjoyed the experience.”

— **Renaud Lizée, Technical Service Manager, SOPREMA Canada**

“

“It was a very enriching event. We are evolving, growing, and learning, and it provided an excellent opportunity to connect with clients, along with highly valuable sessions in both English and Spanish. A truly great event for the industry.”

– **Antai Ramos Stevens, CEO, Shelter Materials & Systems**

ROOFING INDUSTRY IN MÉXICO

- The national industrial inventory (industrial warehouses and parks) reached **112 million m²** in February 2026. (Source: Solili)
- The Singleply market in Mexico is around **USD \$120-150 million**
- CBRE and other players identify the following areas as key players:



“

The roofing industry in Mexico has evolved from a trade into a highly specialized, high-impact technical discipline.

Panel: Evolution of the Roofing Industry in Mexico | Mexico Roofing Day 2025 in Guadalajara

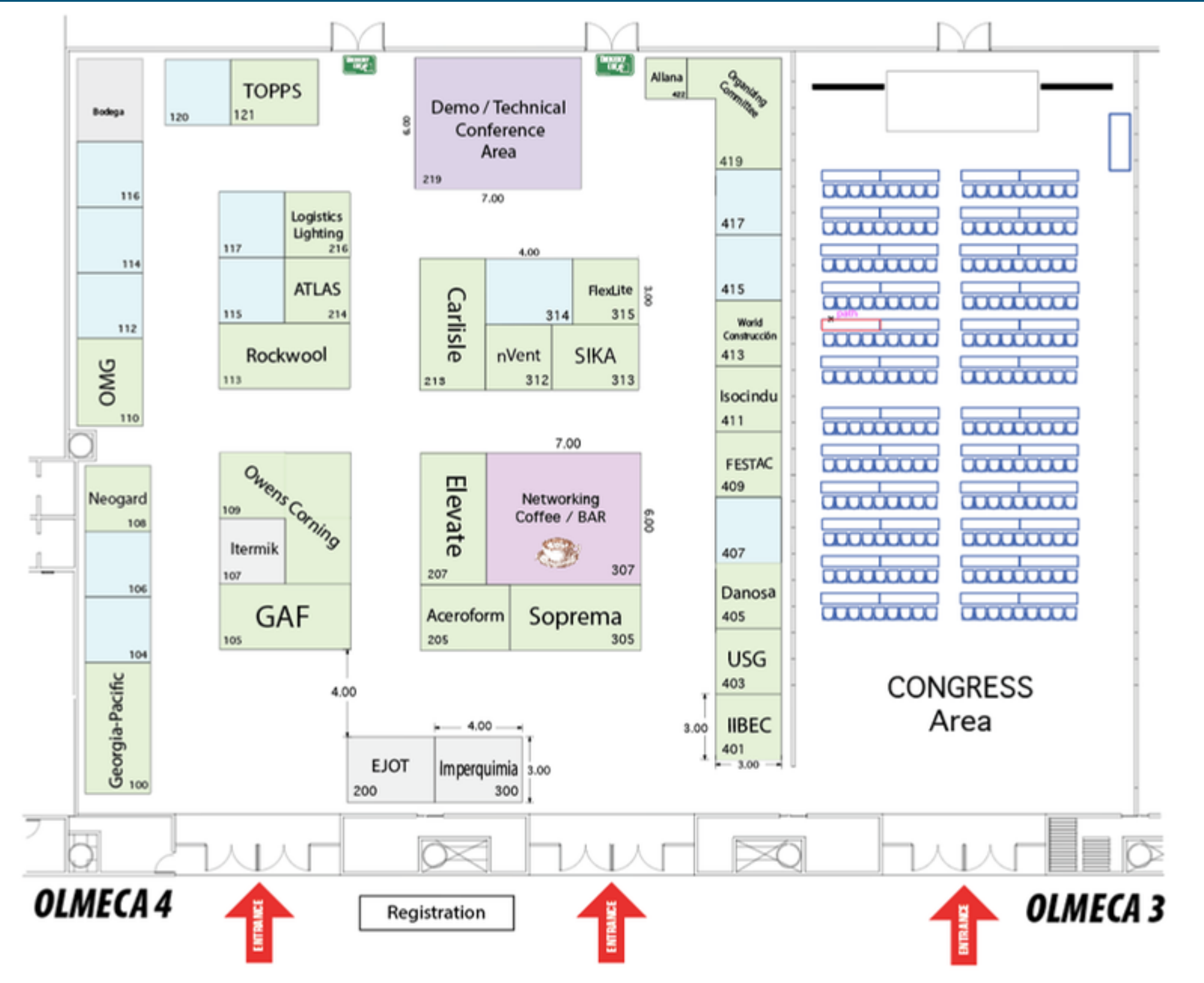
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Over the last 5 to 7 years, technological evolution in industrial roofing has accelerated significantly in Mexico.

Panel: Evolution of the Roofing Industry in Mexico | Mexico Roofing Day 2025 in Guadalajara



Exhibiting at MRD 2026



“A very relevant event where industry professionals shared recent developments and learned technical topics among friends, adding experience and innovation that will enable us to help projects develop successfully, with an orientation towards sustainability. This was the perfect event, we will be here next year!”

— Ricardo Castañeda, Commercial Director, Isocindu

Exhibition Space Rates



EARLY BIRD RATES
(before March 15th, 2026)

Exhibition Space Rental

US \$435 per sqm

Commercial / Demo Talks
20 min slots in the exhibition floor's stage

US \$1,200.00

REGULAR RATES
(after March 15th, 2026)

Exhibition Space Rental

US \$470.00 per sqm

Commercial / Demo Talks
20 min slots in the exhibition floor's stage

US \$ 1,500.00



**Check terms and packages in next page.*

Exhibition Rates & participation

- Exhibit space rates include a 2.5 m-high system booth and lateral, adjacent walls
- Company name and booth number (one-line)
- For every 9 sqm, package includes:
 - One electrical double outlet (single-phased, 110V)
 - A table and 2 chairs
 - 3 exhibitor badges
 - 3 tickets for Mexico Roofing Day Congress
- Digital company profile in website and mobile app
- Participation / presence in marketing campaigns
- Possibility to purchase a demo/commercial education 20 min-slot to be featured in the exhibition floor
- Possibility to participate in other bundled sponsorship opportunities

**Discounts available for exhibitors using their own custom booths*

All exhibitors must comply with Exhibitor Guidelines and Venue Regulations.



Sharing Knowledge

Commercial presentation spaces

- Want to do more than just exhibit? This year, Mexico Roofing Day incorporates commercial presentation slots in the exhibition floor.
- A space to feature your products, demos and getting your future clients or strategic partners on board.
- Fifteen 20 min slots will be available each day.
(Ask your executive for assignation and costs)



Conferences

MRD values and fosters new technical knowledge, making it one of its core principles.

Do you have something to share with the industry?
The call for abstracts will open on February 14th.



An Event With a Cause

Mexico Roofing Day is a not-for-profit event, as all proceeds from tickets are donated to an institution helping girls in vulnerable, street-risk situations.

This has been the case since the event's inception and is a defining goal. MRD not only improves the roofing industry in Mexico but provides a roof for those girls who need it the most.



Ayuda y Solidaridad con las Niñas de la Calle, IAP

The organization offers a range of essential services for the comprehensive development of girls and teenagers, including psychological support, education, and social care.

- An open-door institution.
- Personalized attention
- Humanistic care
- Human rights and gender perspective approach.





BOOK YOUR SPACE TODAY

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