

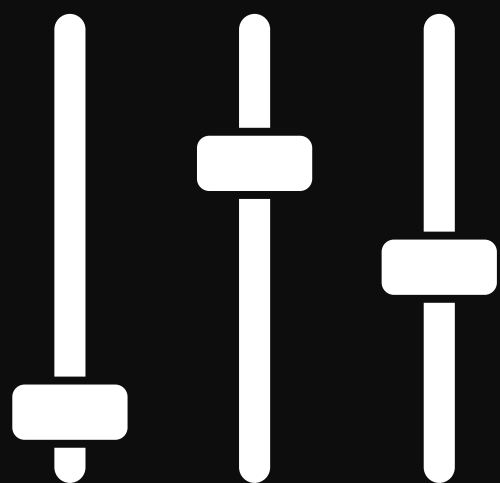


# sound:check

La Industria de la Música y el Espectáculo

XPO

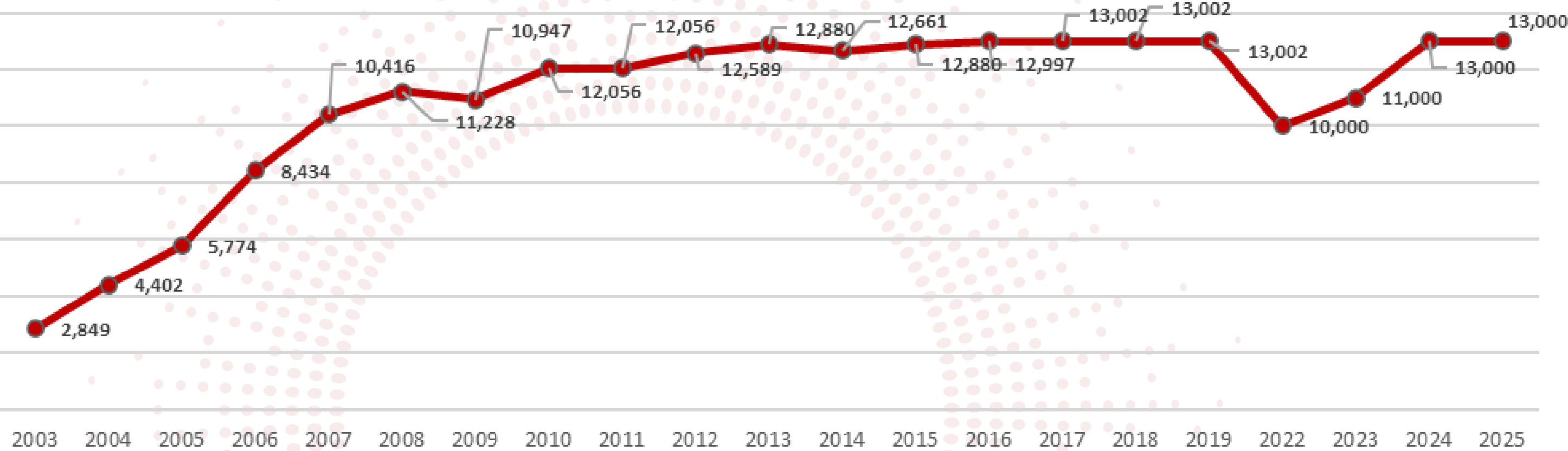
## REPORTE DE MERCADOTECNIA



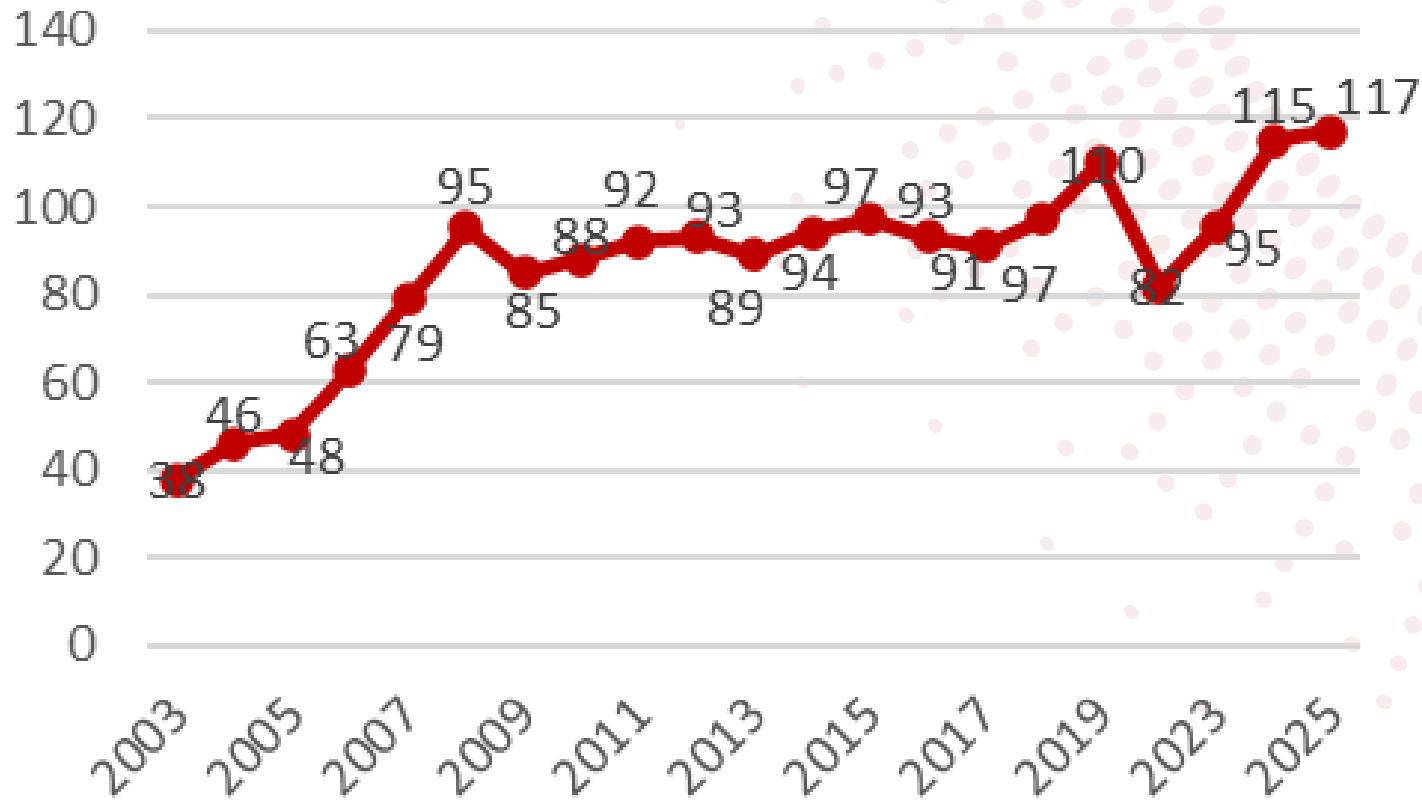
MUSITECH EDICIONES Y EVENTOS

Fuente: Musitech Ediciones y Eventos

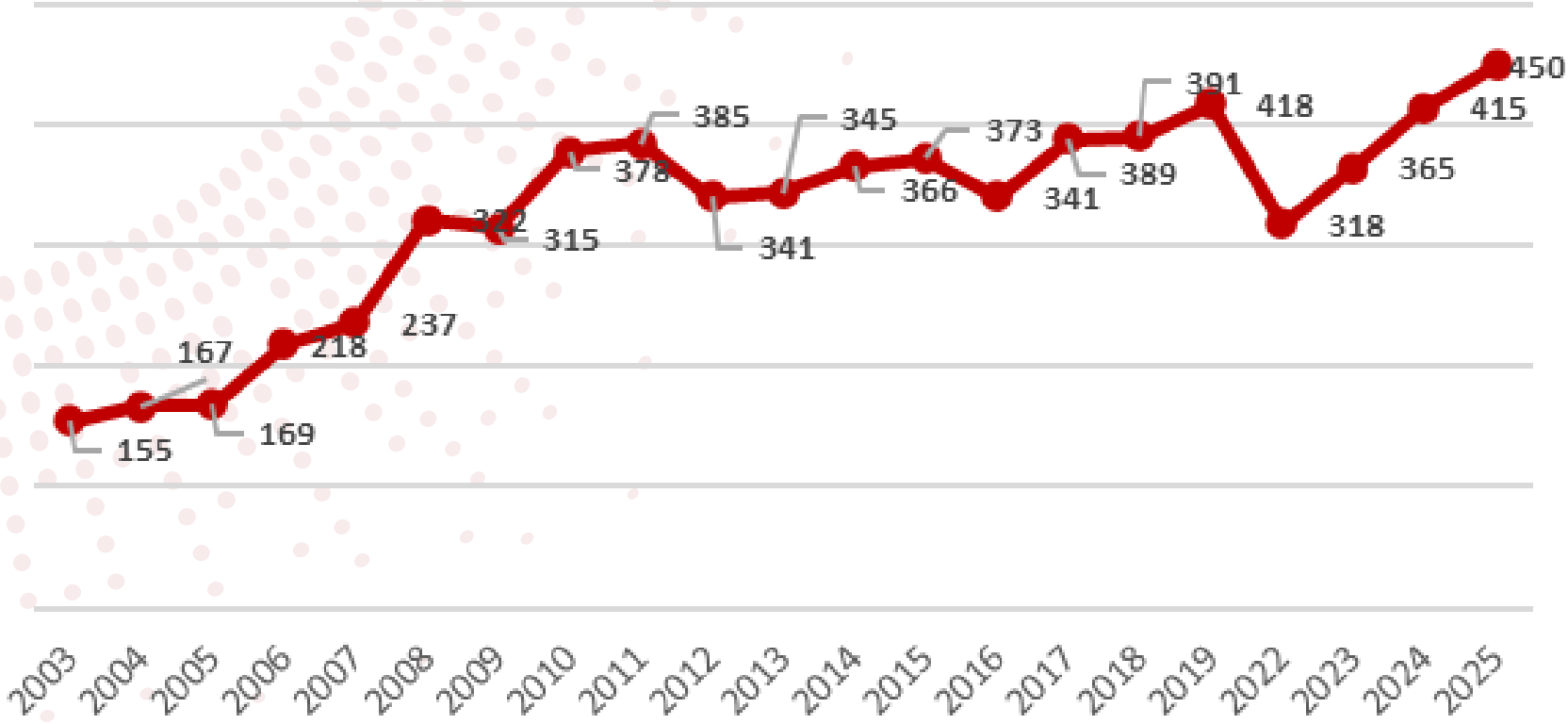
ESPACIOS DE EXHIBICIÓN EN M2



COMPAÑÍAS PARTICIPANTES



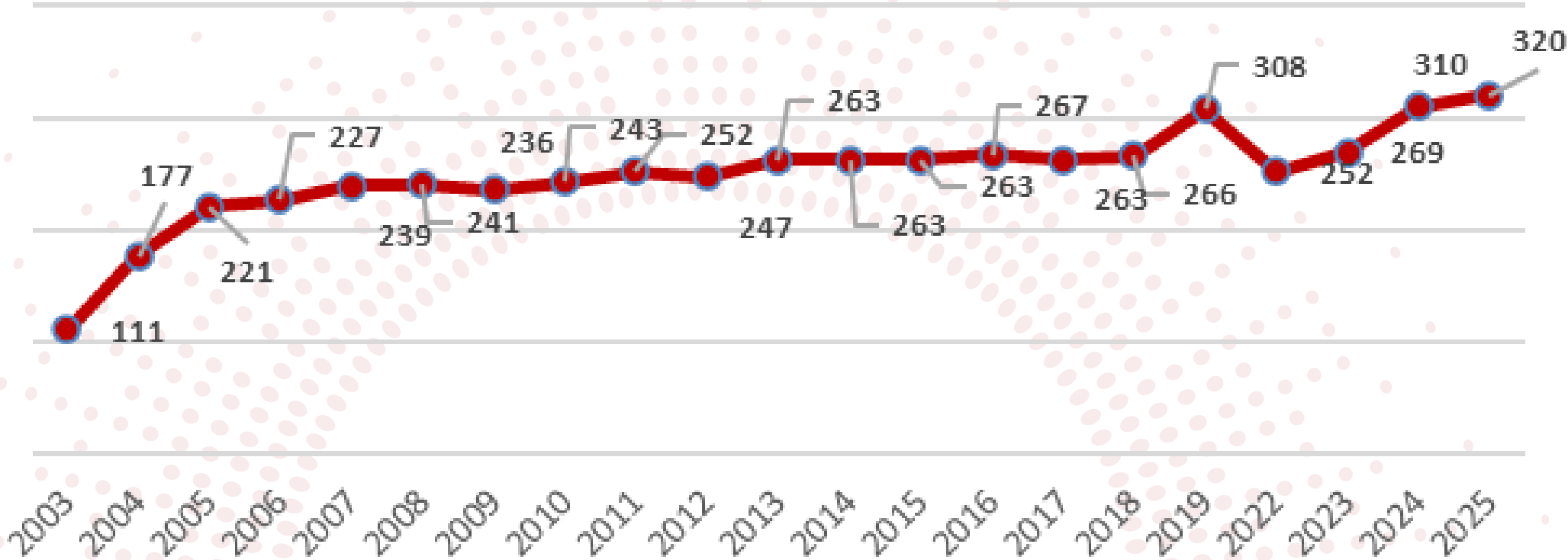
MARCAS EN EXHIBICIÓN



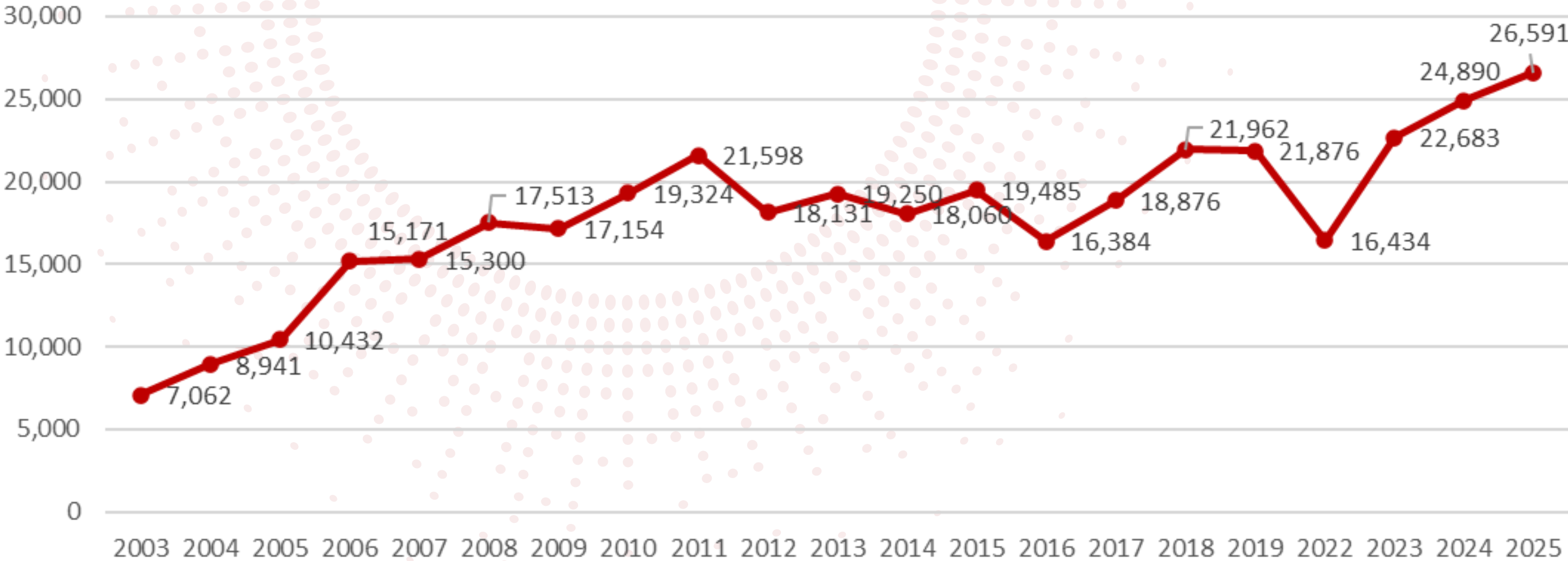


Fuente: Musitech Ediciones y Eventos

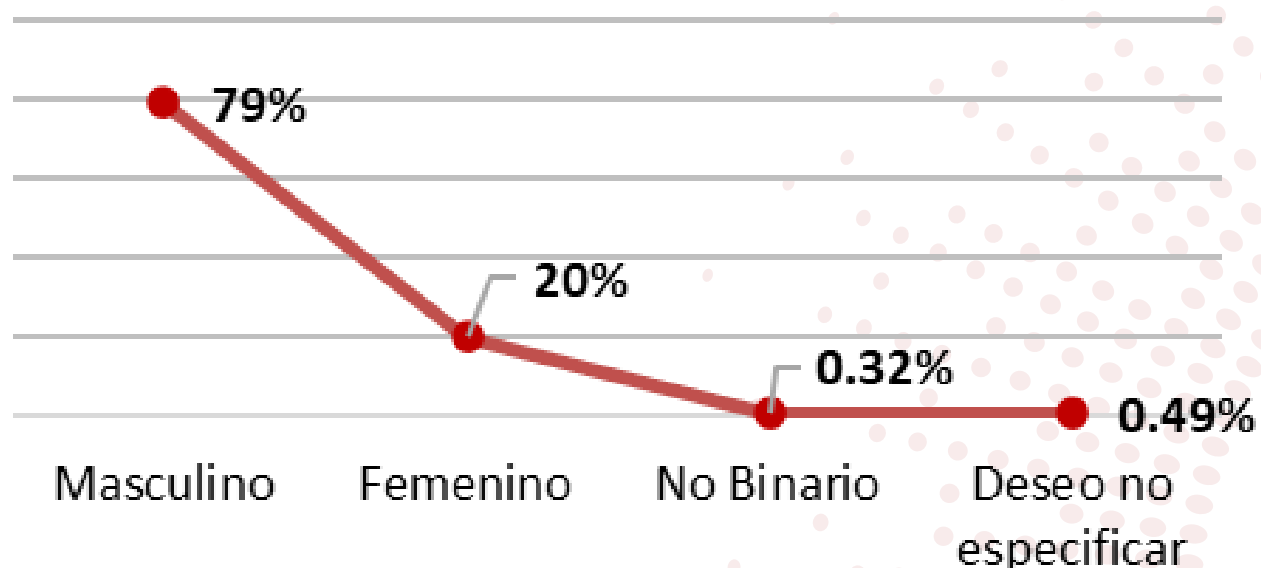
CANTIDAD DE STANDS



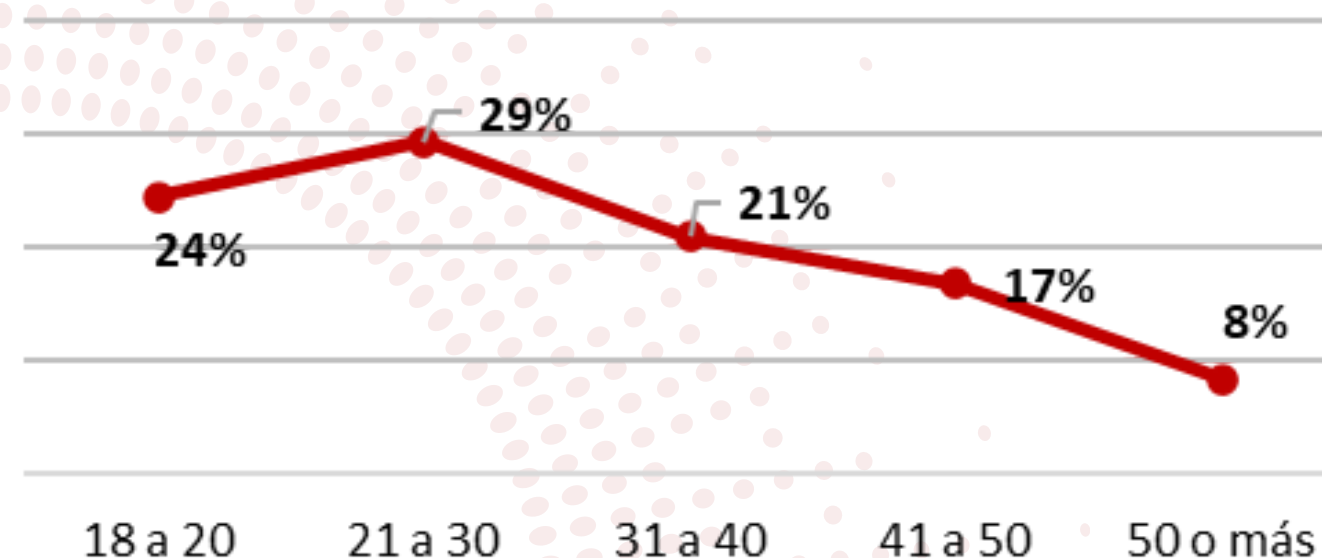
CANTIDAD DE REGISTROS



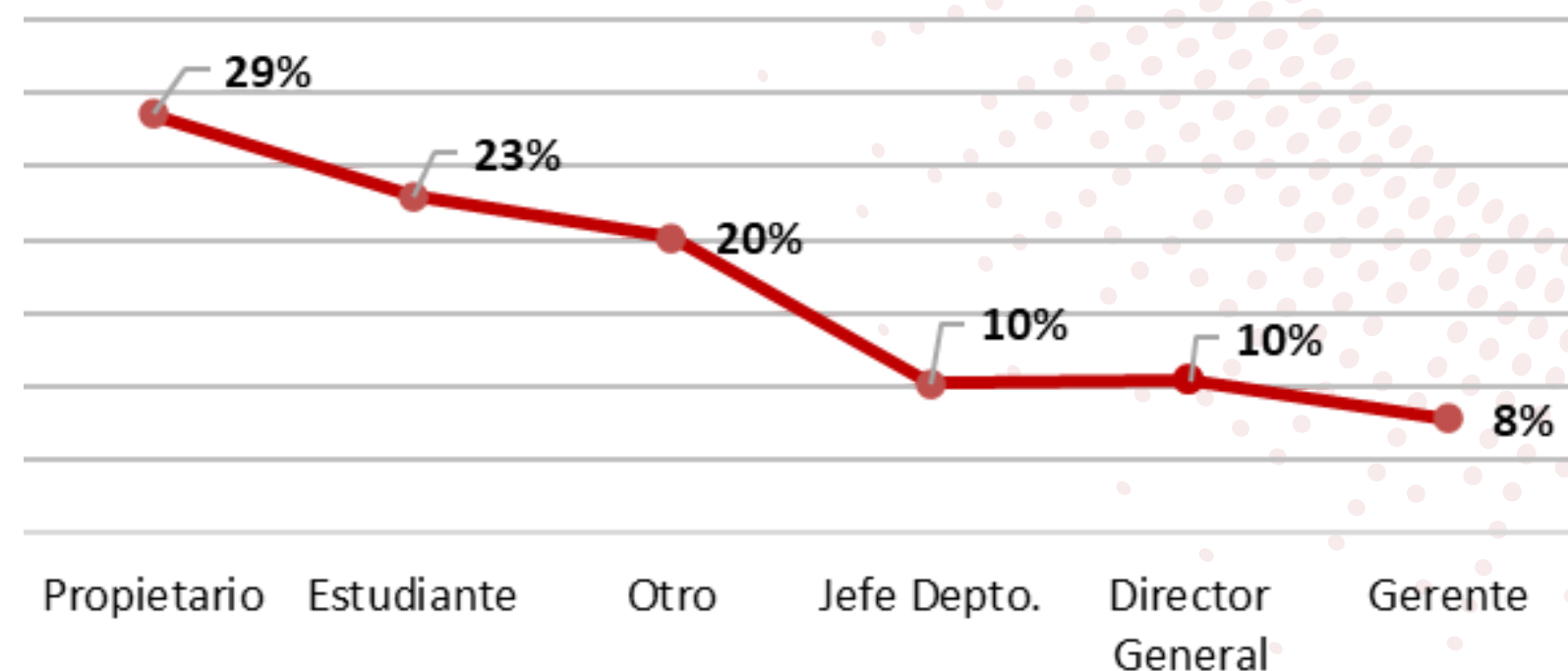
# SEXO



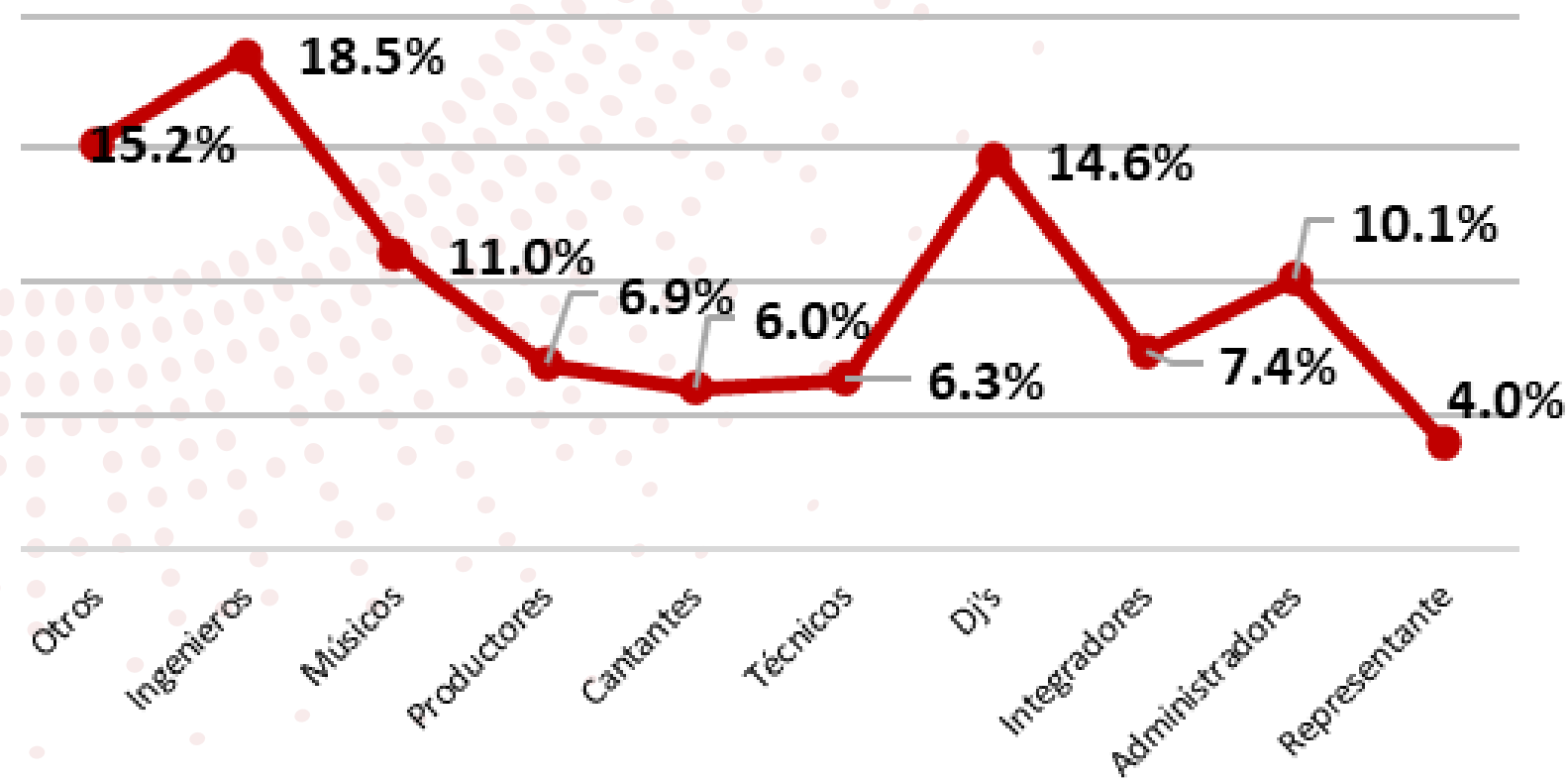
# EDAD



# CARGO LABORAL



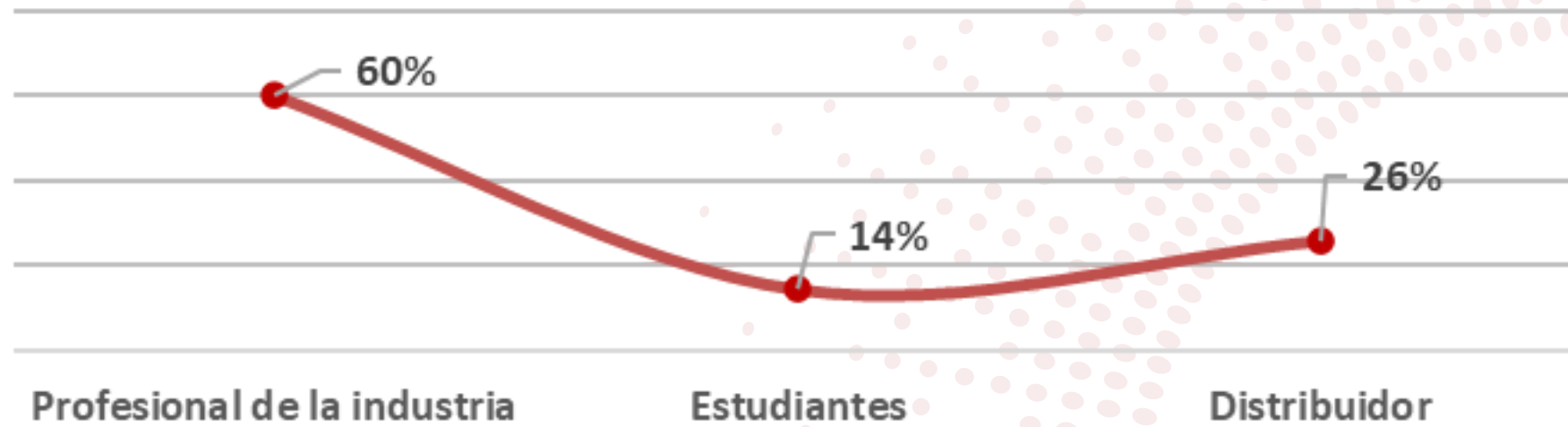
# PROFESIÓN



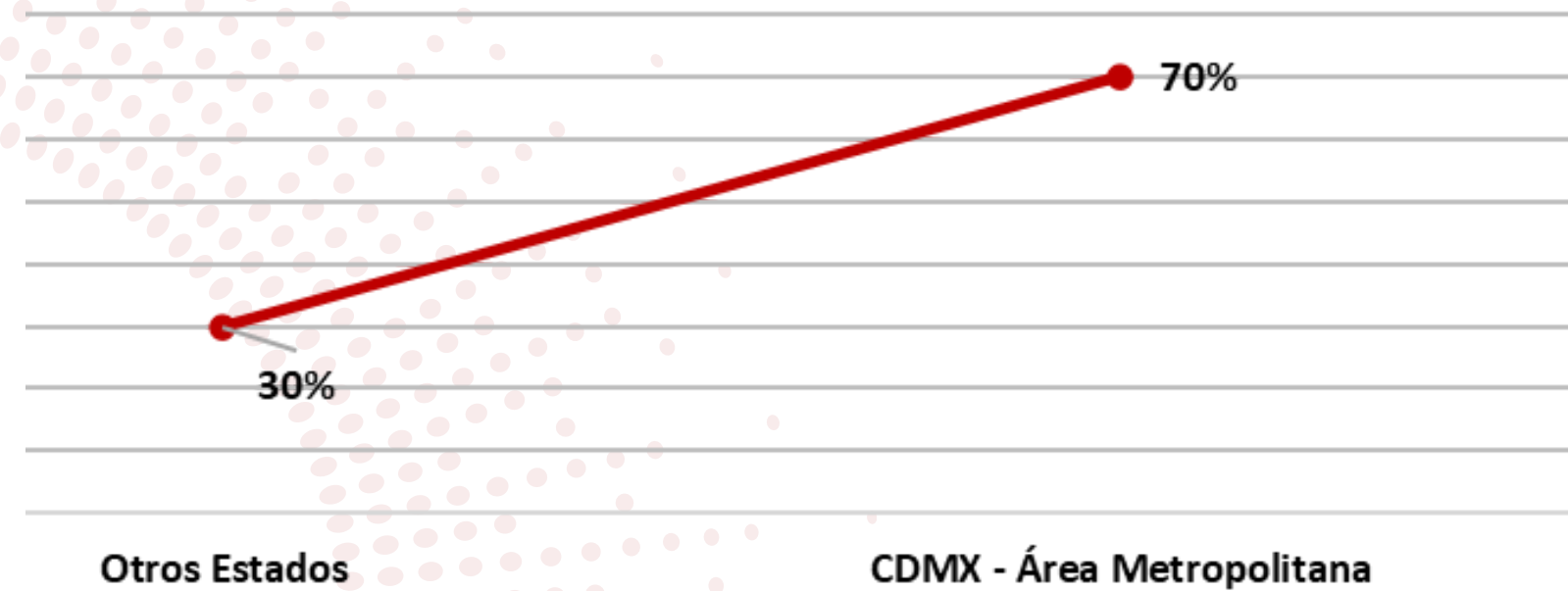


Fuente: Encuesta Registros Web

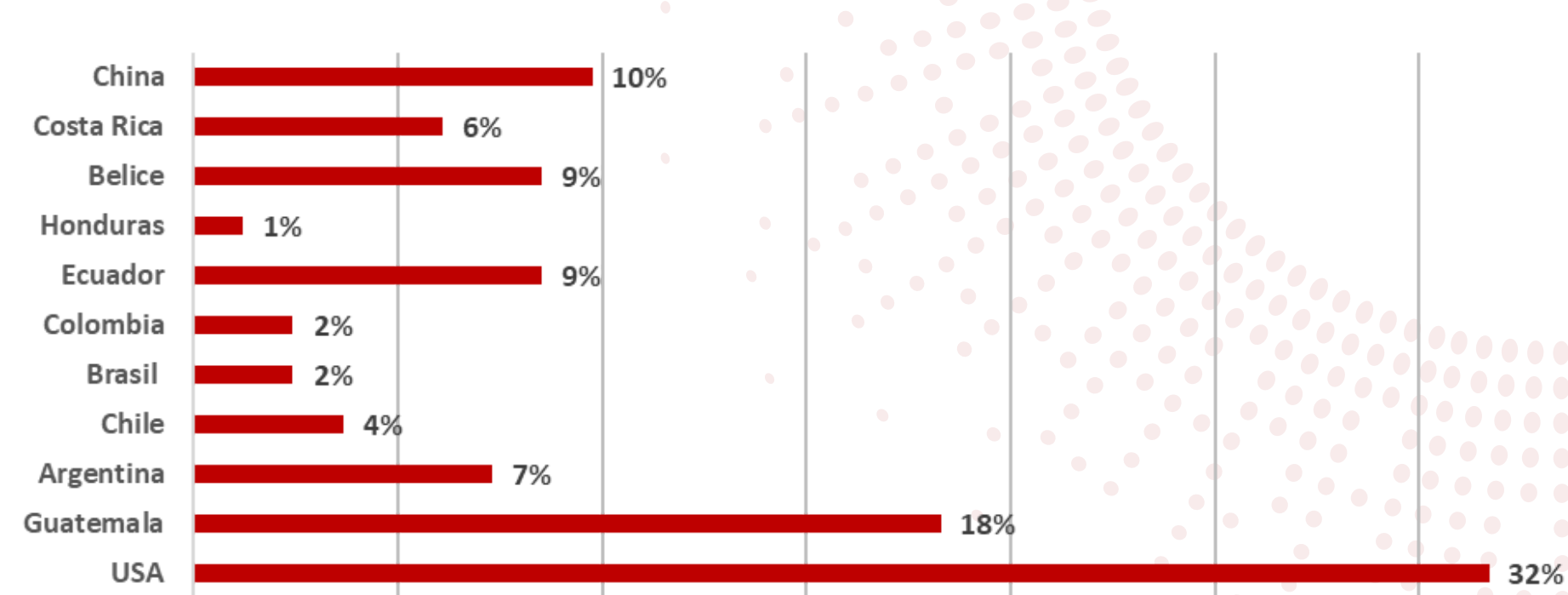
OCUPACIÓN



VISITAS NACIONALES

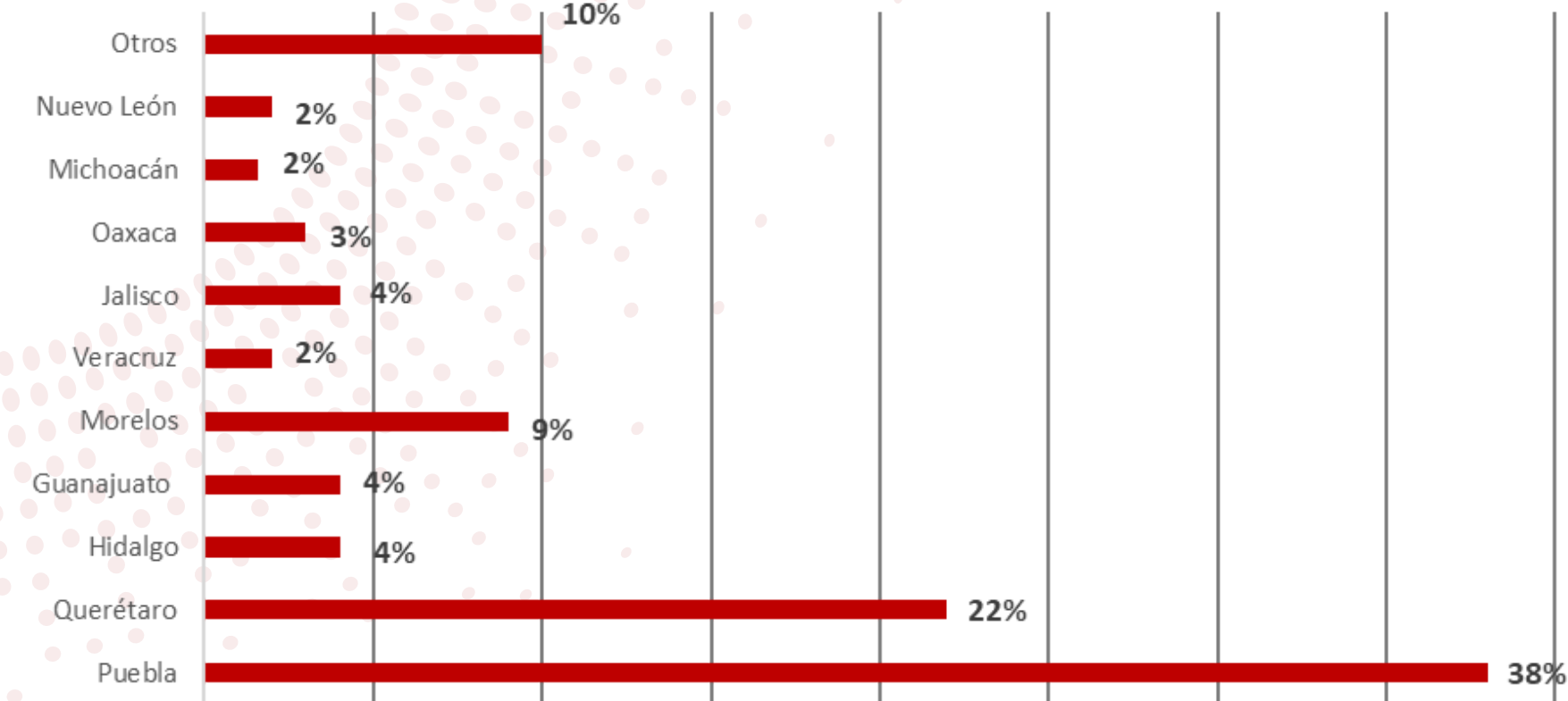


VISITAS INTERNACIONALES



• ÉSTA GRÁFICA SOLO REPRESENTA EL 2% DEL TOTAL DE VISITANTES

VISITAS INTERIOR DE LA REPÚBLICA

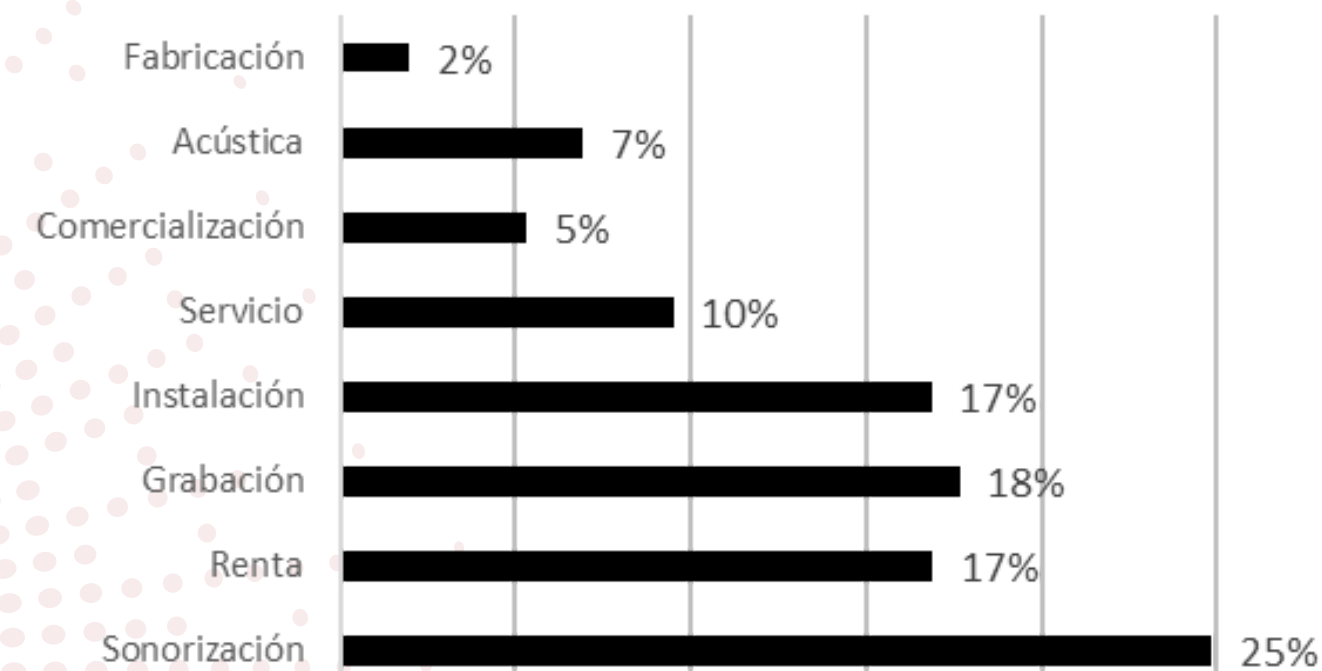


Fuente: Encuesta Registros Web

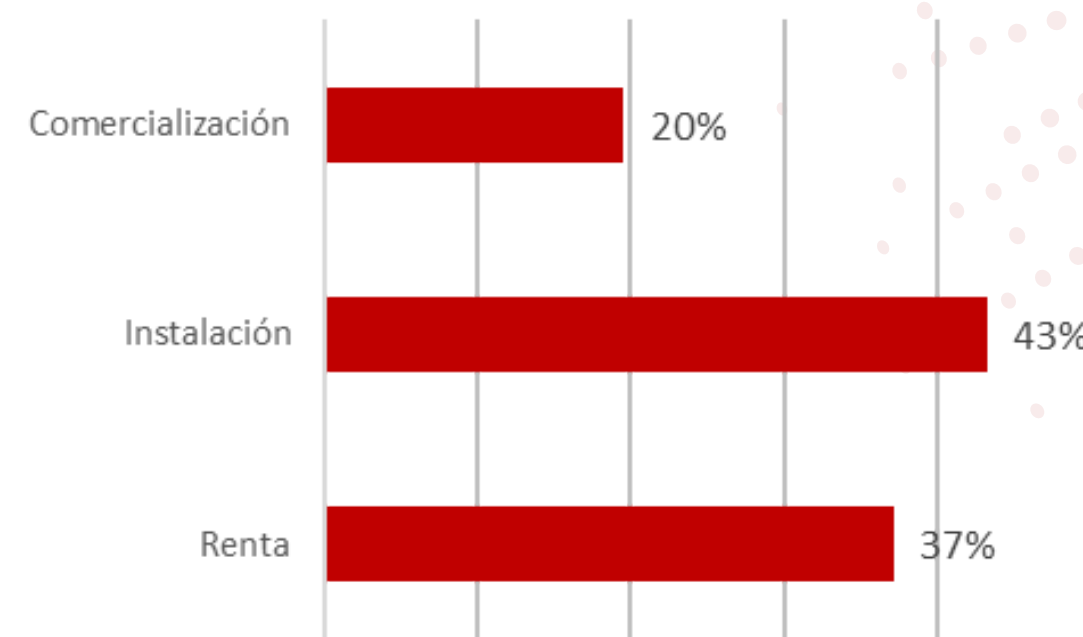
### GLOBAL



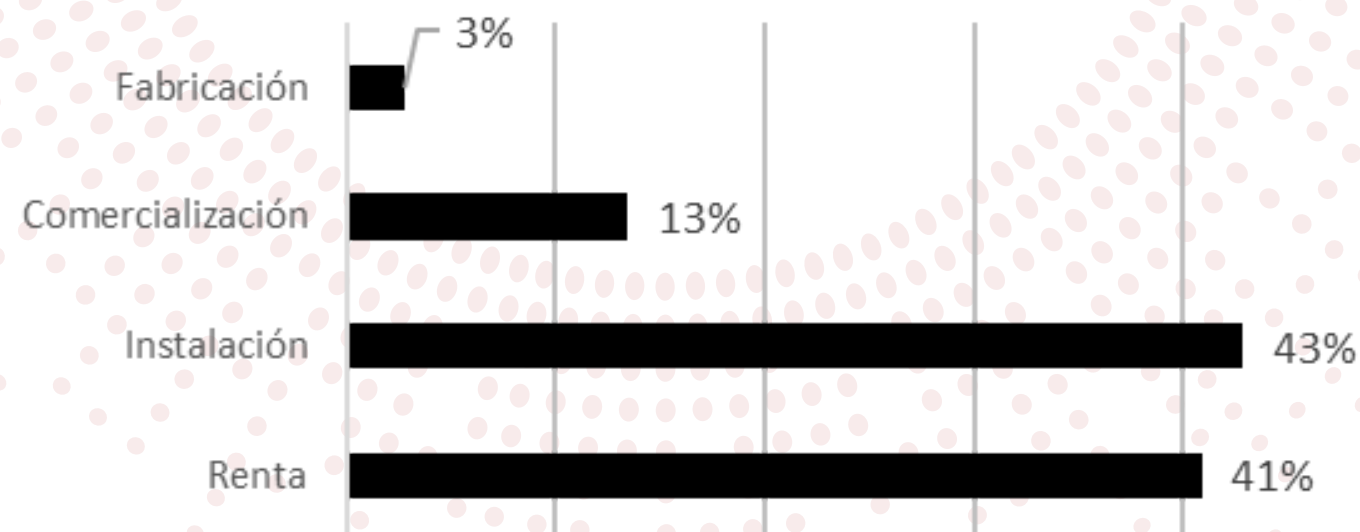
### AUDIO



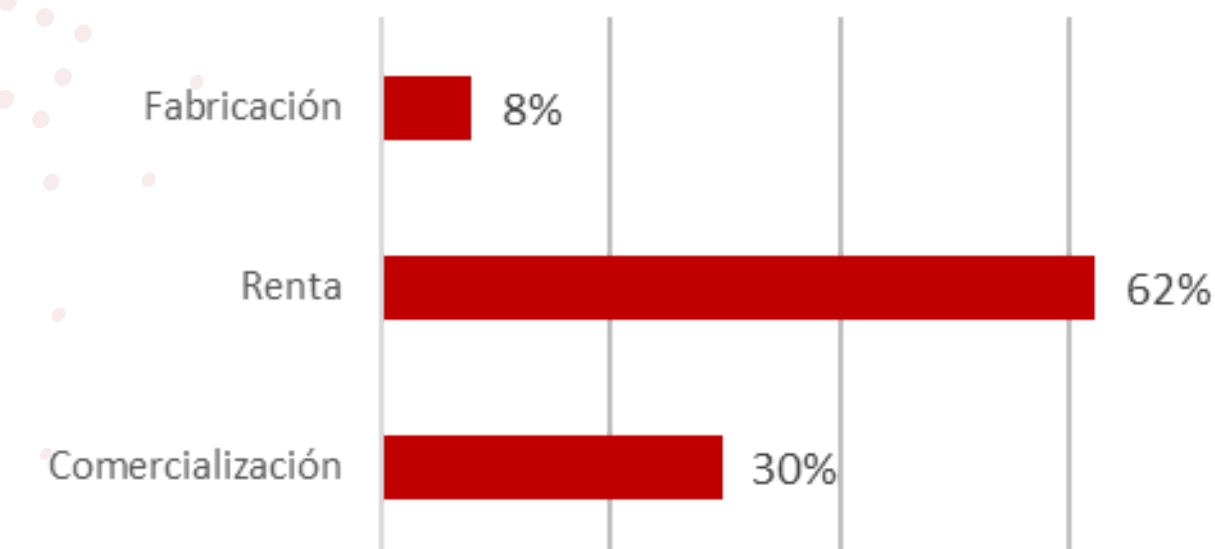
### VIDEO



### ILUMINACIÓN



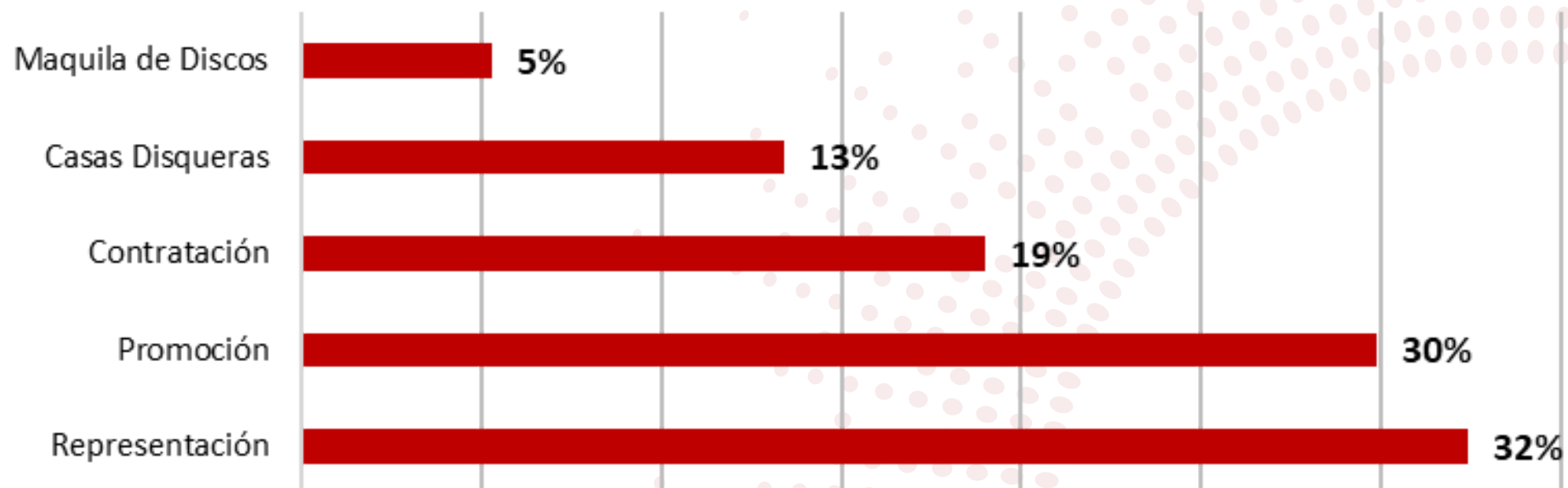
### BACKLINE



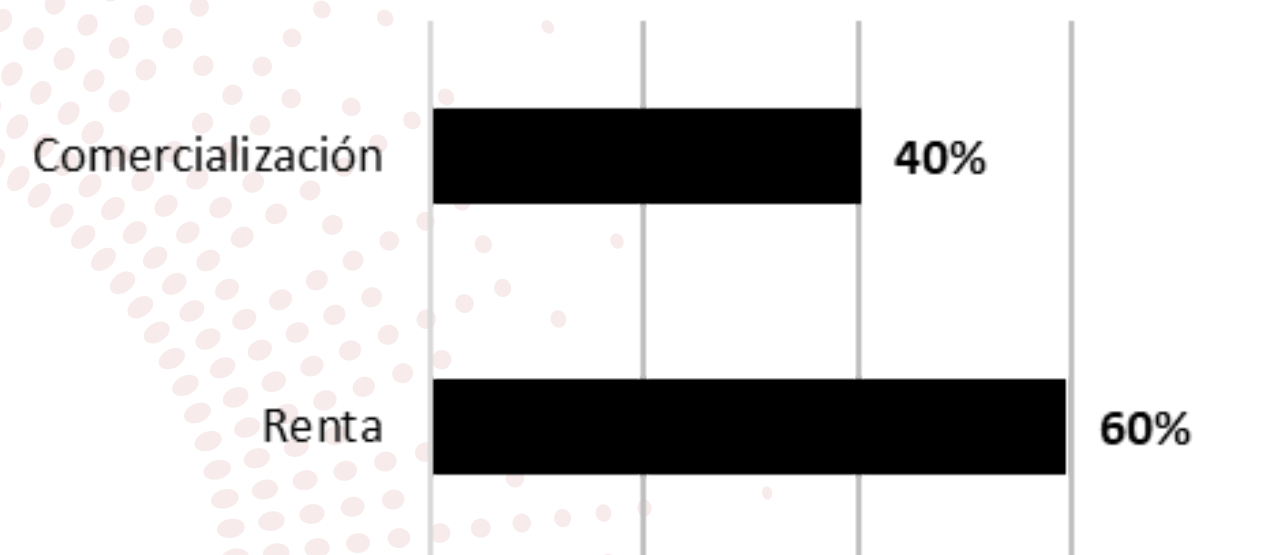


Fuente: Encuesta Registros Web

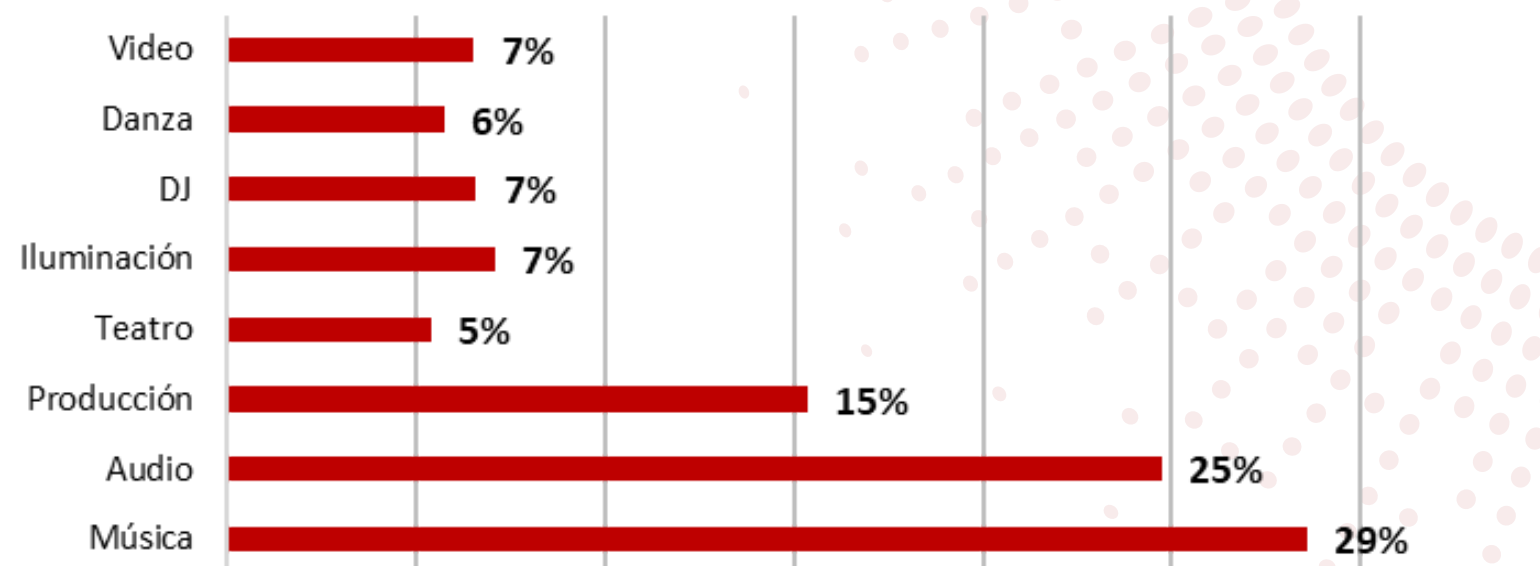
## TALENTO



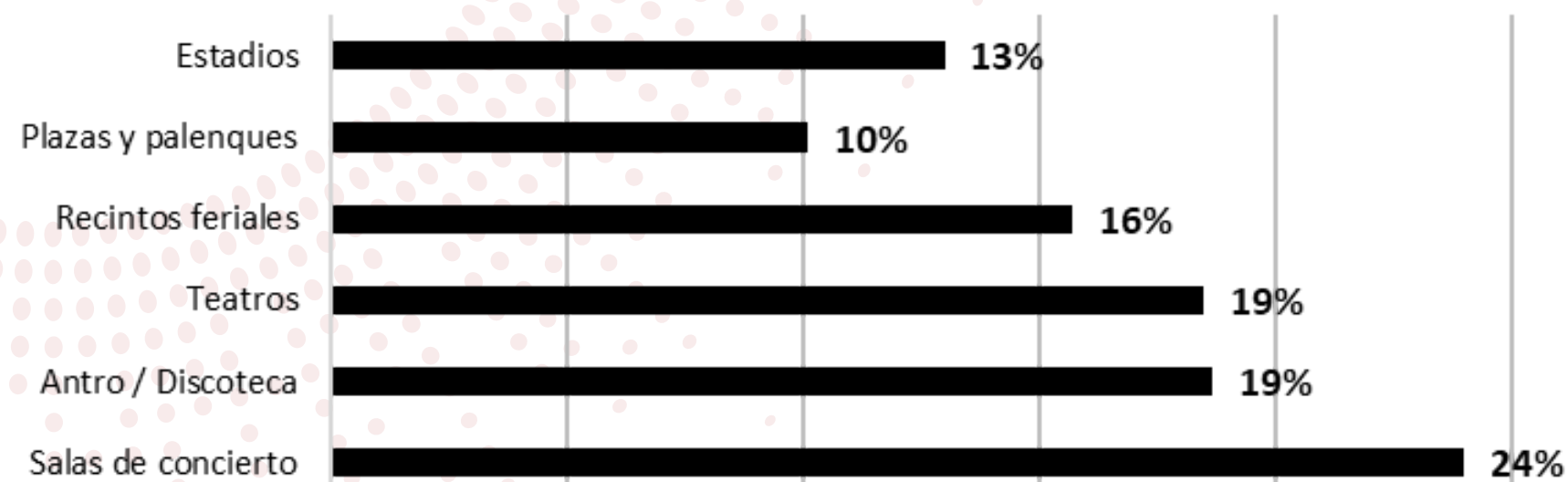
## DJ'S



## ESCUELAS



## CENTRO DE ESPECTÁCULOS



## RELACIONES PÚBLICAS

10

DIARIOS

186

INTERNET

34

RADIO

11

TELEVISIÓN

## SPOTIFY

107,071

ALCANCE

112,413

IMPRESIONES

1,299

CLICS

## EMAIL MARKETING

3,065,416

TOTAL DE ENVÍOS

62

CAMPAÑAS

12%

APERTURAS

20%

TASA DE CLICS

## ACCESO TOTAL

347

ACCESOS

ENVÍO DE GAFETE DE ACCESO TOTAL A TODAS LAS ACTIVIDADES DIRECTIVOS, PRODUCTORES, INGENIEROS, MÚSICOS DE PRIMER NIVEL.

## CORREO DIRECTO

8,000

SUSCRIPTORES

ENVÍO DE GAFETES VIP A LOS SUSCRIPTORES



CAMPAÑAS DE GOOGLE

BUSCADOR  
VIDEO  
DISPLAY

2.4 M

IMPRESIONES

180 K

CLICS AL ANUNCIO



Google Ads



FACEBOOK E INSTAGRAM

113.180

VISITAS AL SITIO

966

CLICS A WHATSAPP

6.9 M

ALCANCE

8.9 M

IMPRESIONES

100 K

VISITAS

TIK TOK

1.5 M

IMPRESIONES

43.9 K

INTERACCIÓN EN ANUNCIOS

11,821

CLICS A REGISTRO





¿CÓMO EVALUA SOUND:CHECK XPO 2025?

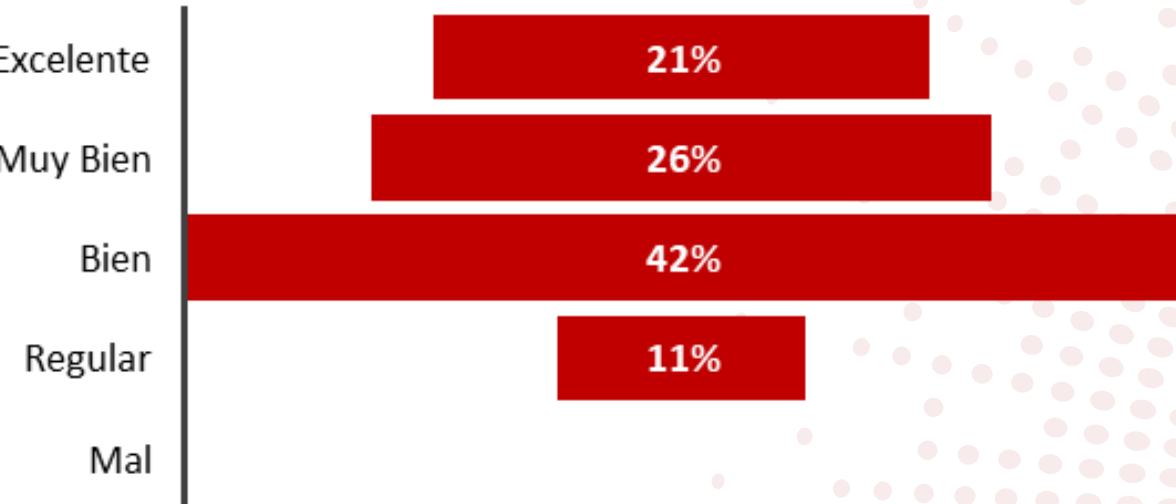
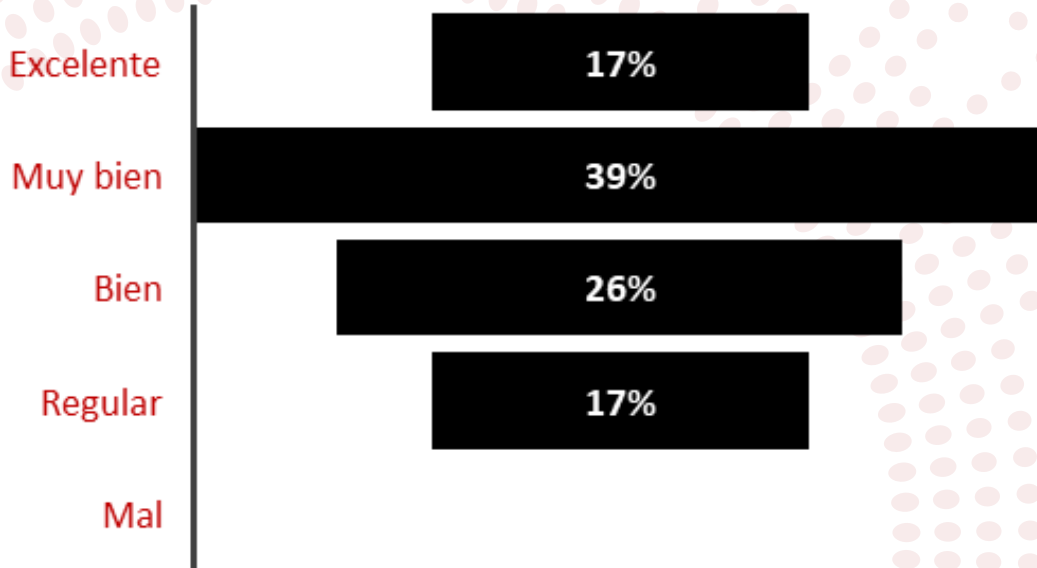
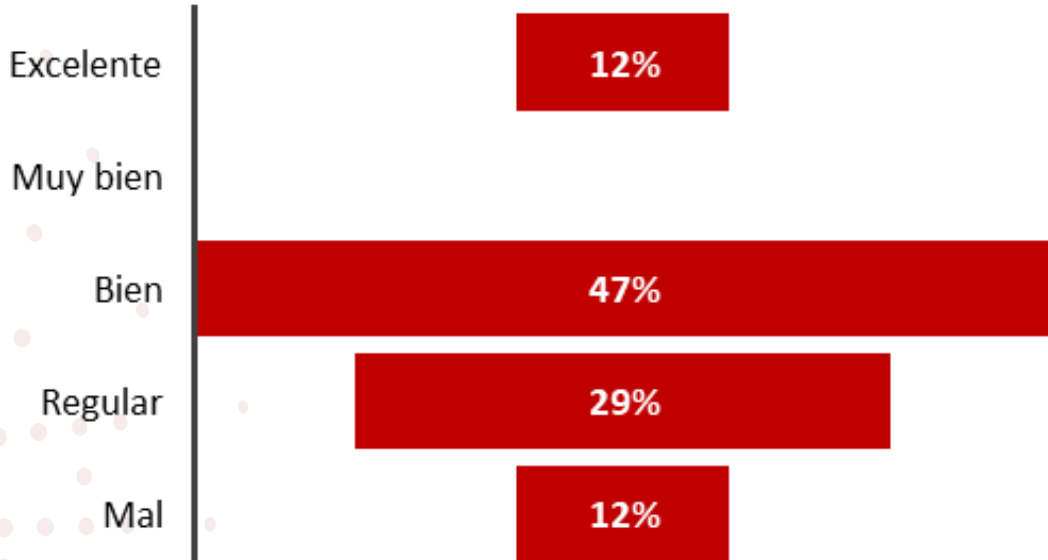


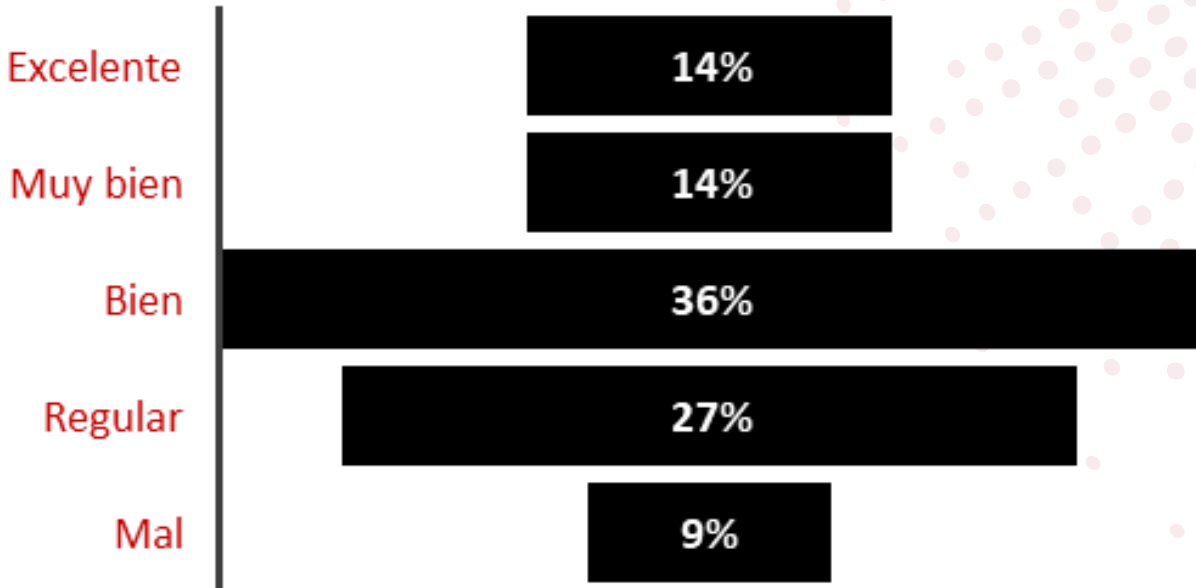
IMAGEN CORPORATIVA



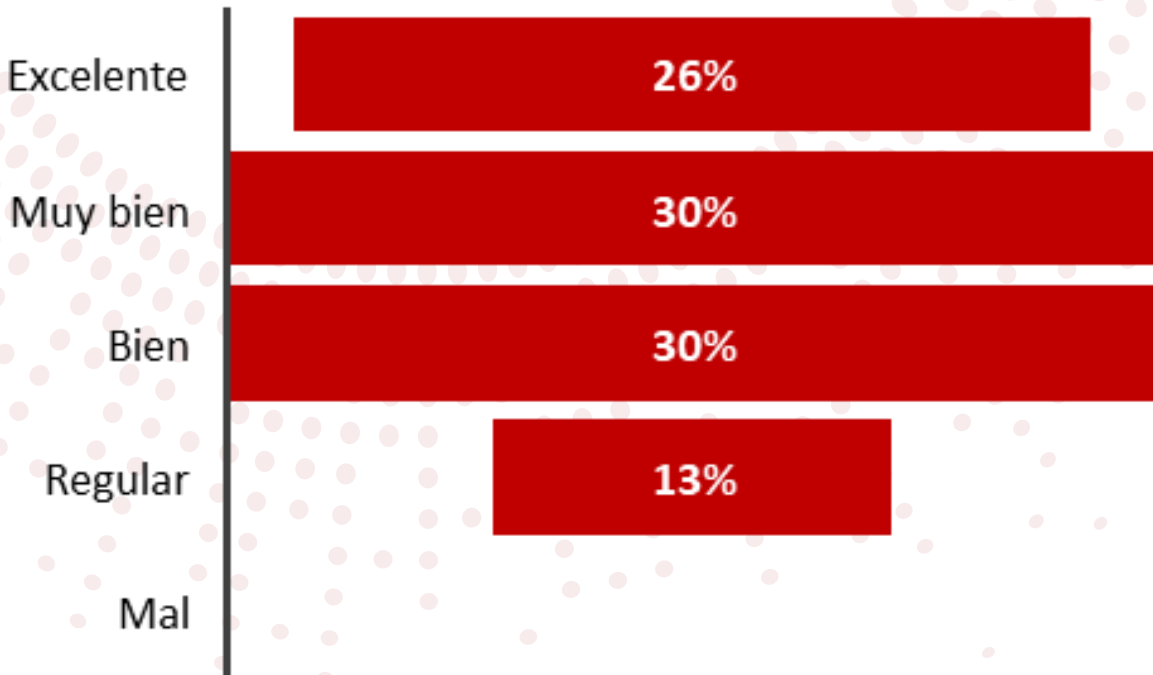
PRODUCCIÓN Y LOGÍSTICA



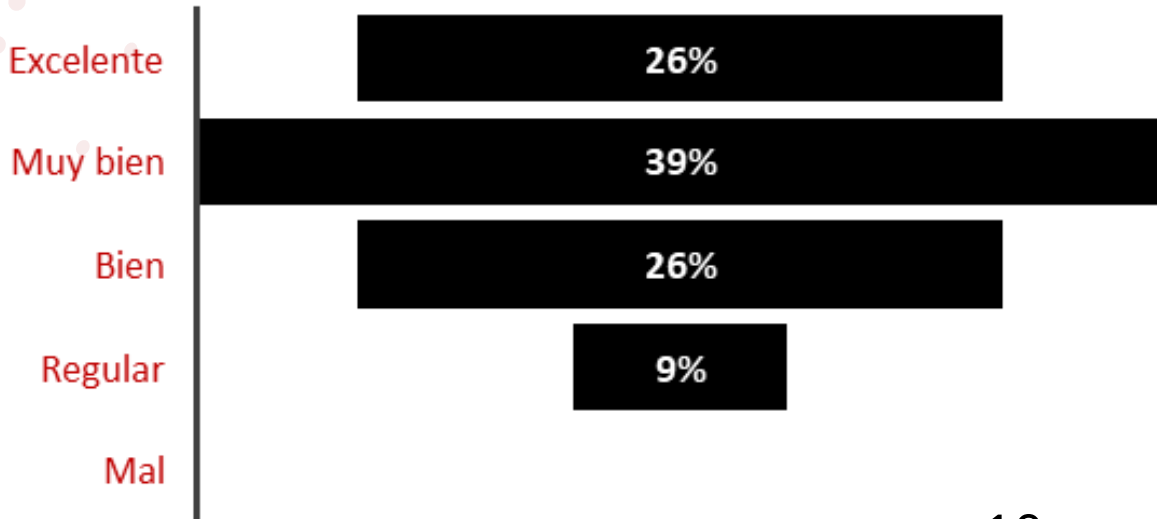
REGISTRO GAFETES EXPOSITOR Y VIP



PERFIL DEL VISITANTES

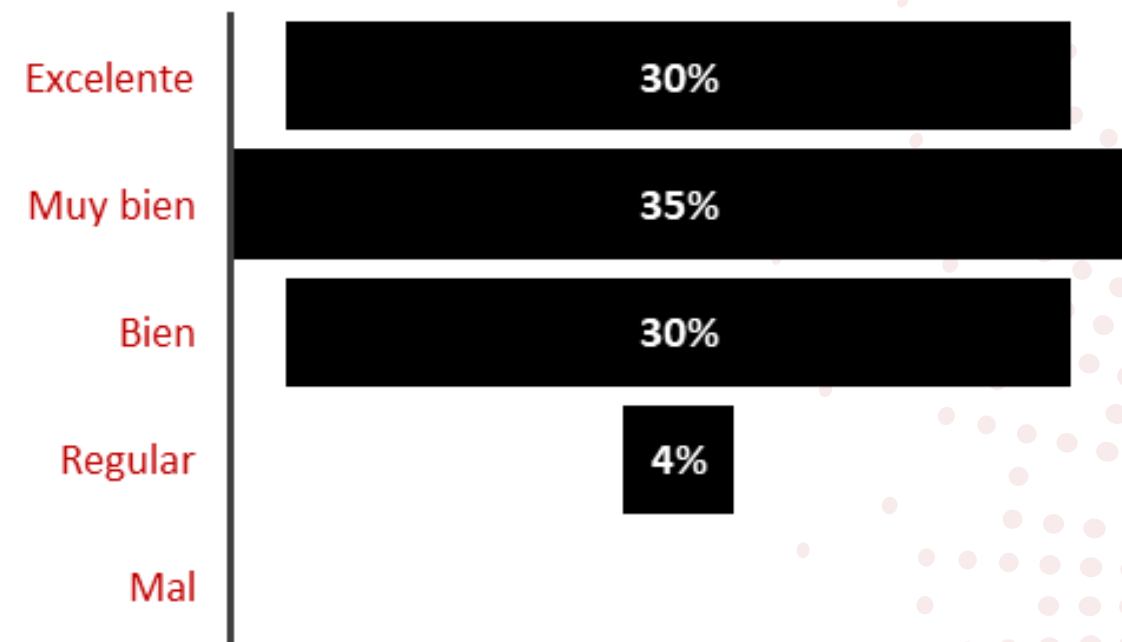


CANTIDAD DE VISITANTES A SU STAND

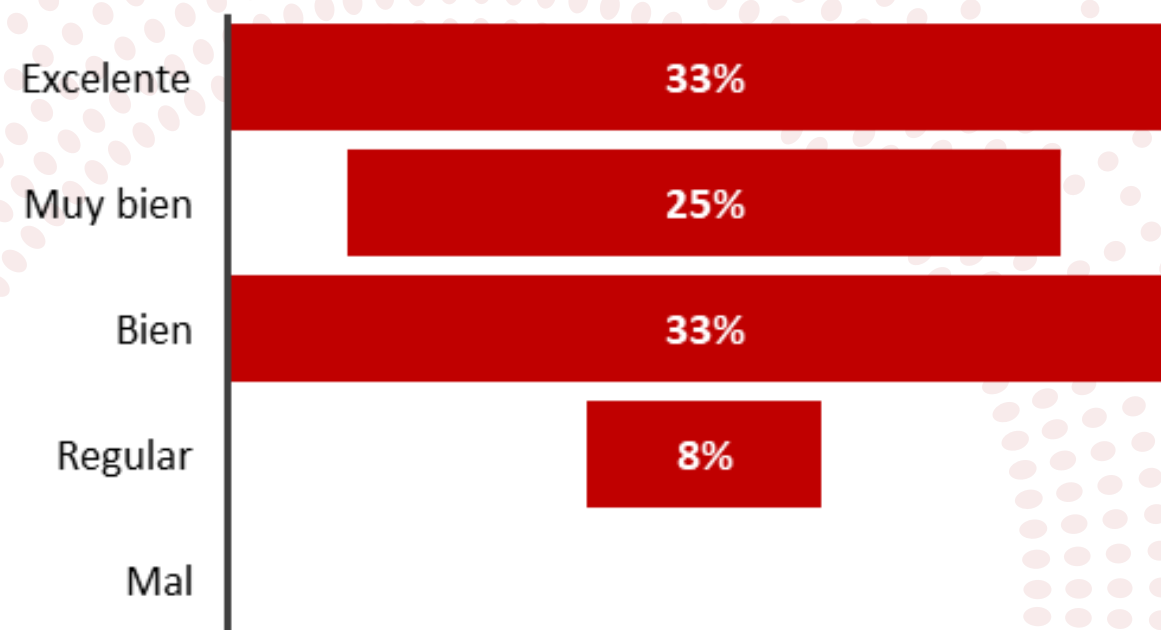


FUENTE: SURVEY MONKEY ENCUESTA REALIZADA A LOS EXPOSITORES CON UN 20% DE RESPUESTA

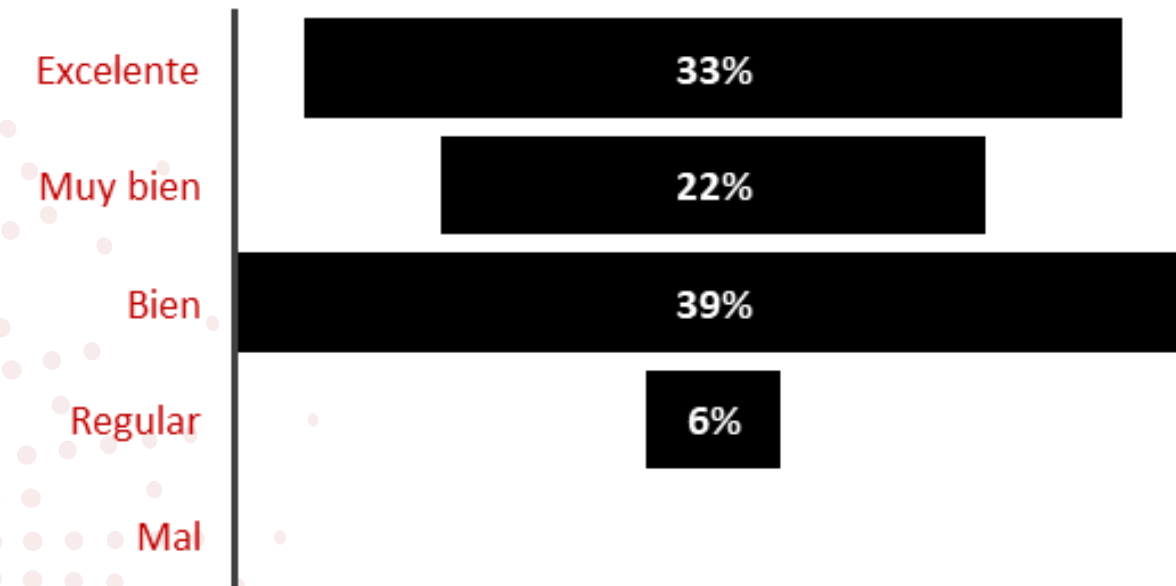
## PUBLICIDAD Y MEDIOS



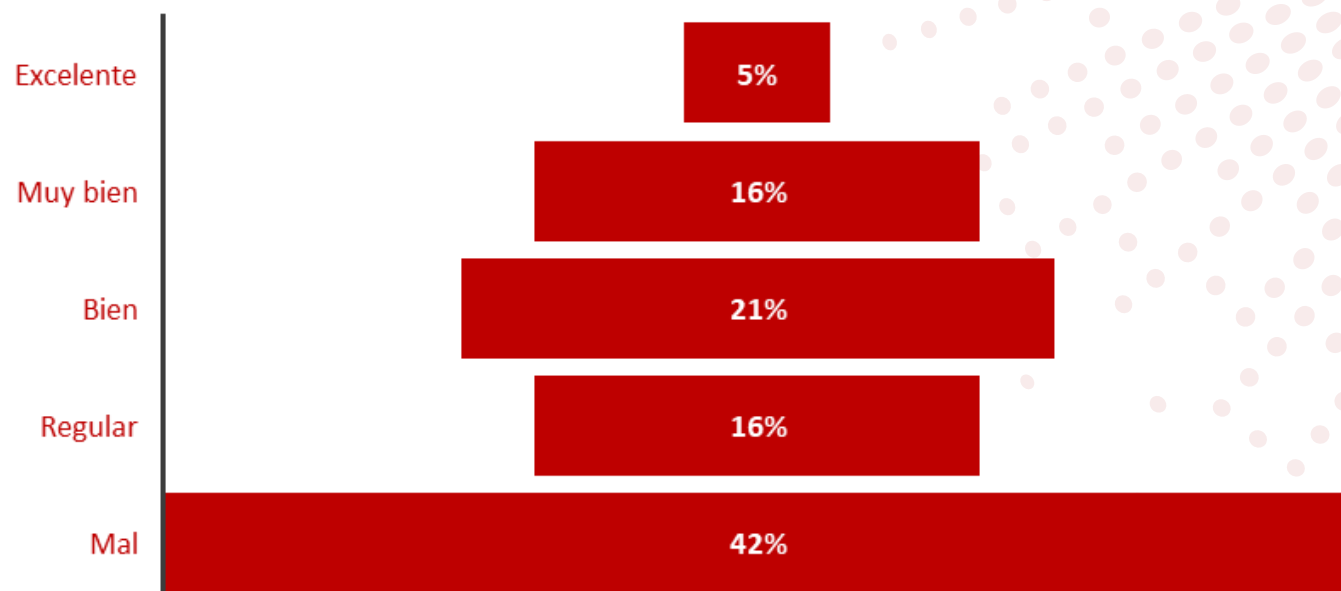
## AUDITORIO SOUND:CHECK MASTERCLASS



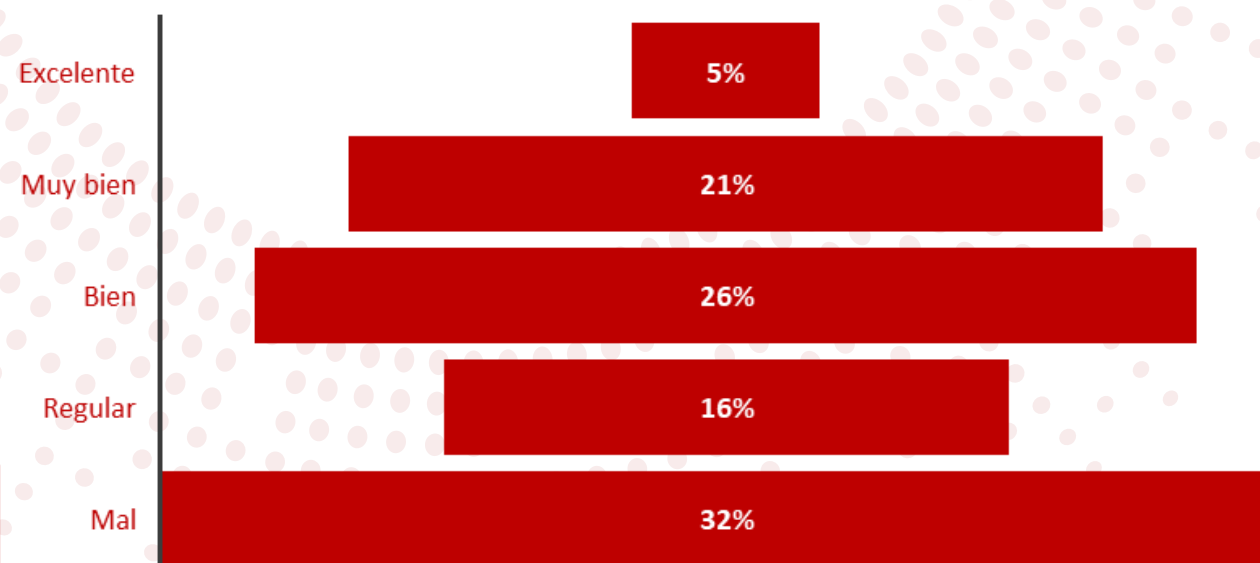
## JORNADA EDUCATIVA



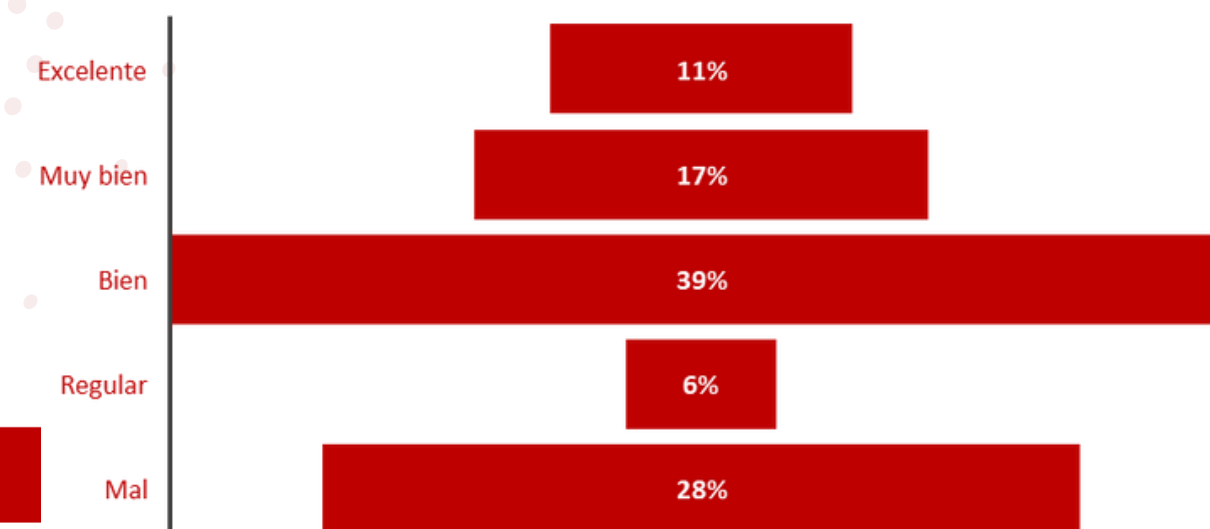
## NIVEL DE RUIDO SALA MEXICA



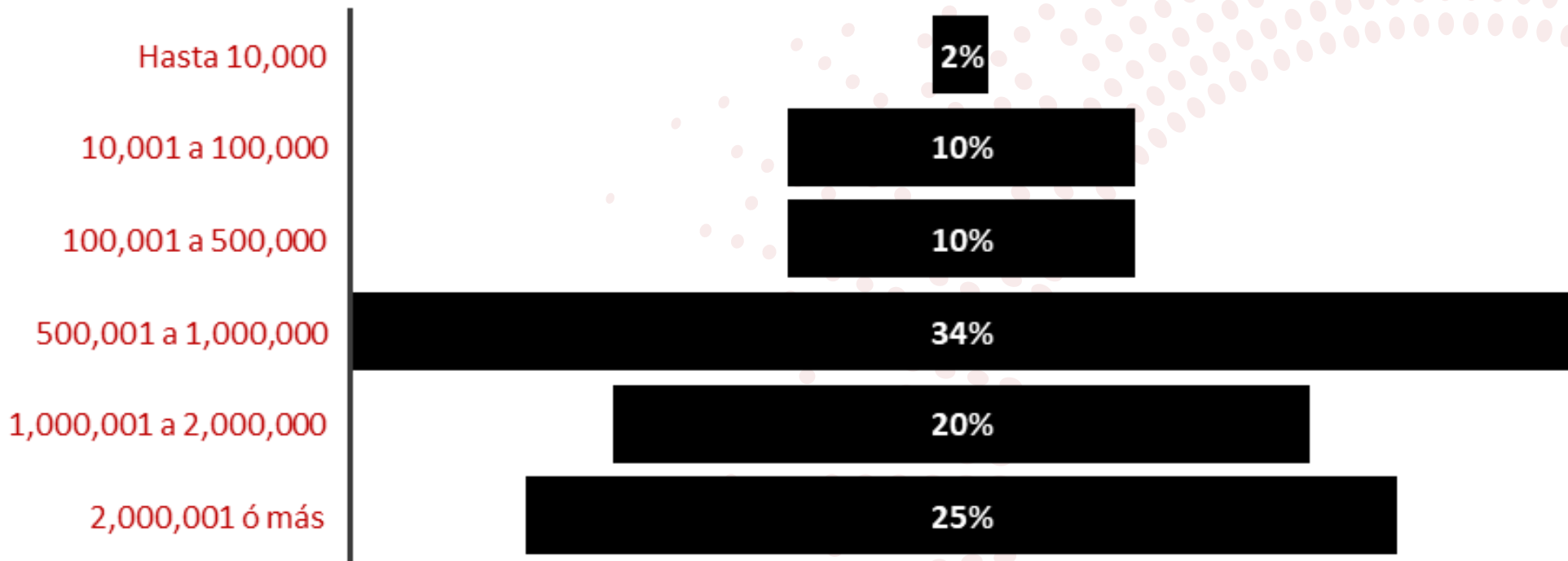
## NIVEL DE RUIDO PABELLÓN



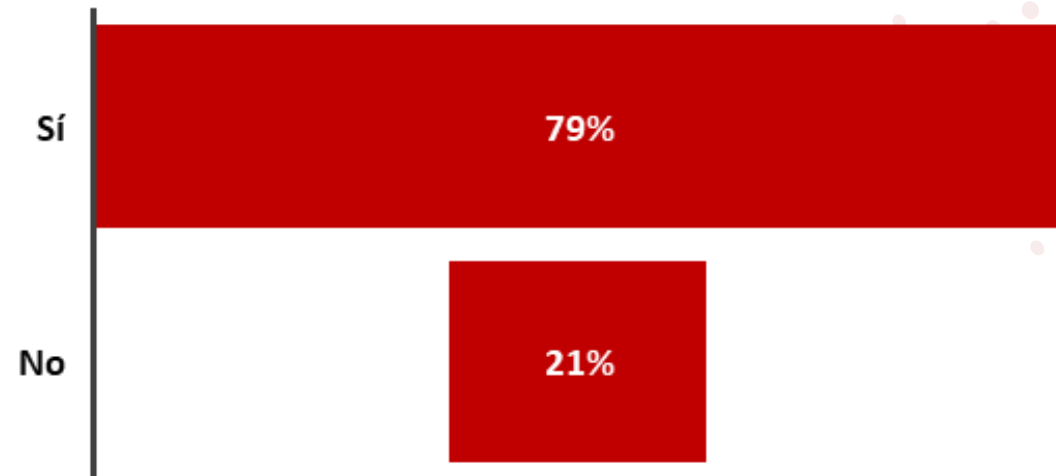
## NIVEL DE RUIDO SALAS DEMO



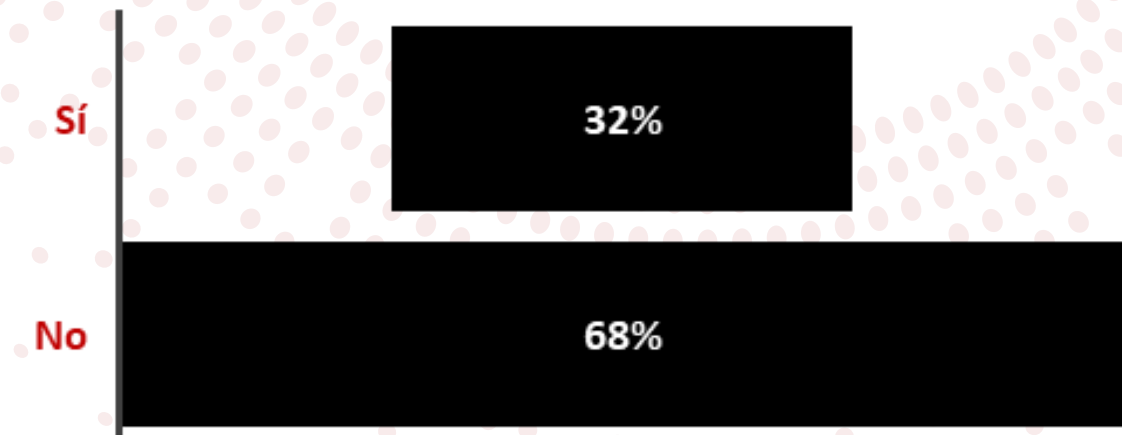
### VALOR ESTIMADO DE LOS PRODUCTOS EN EXHIBICIÓN EXPRESADOS EN PESOS MEXICANOS



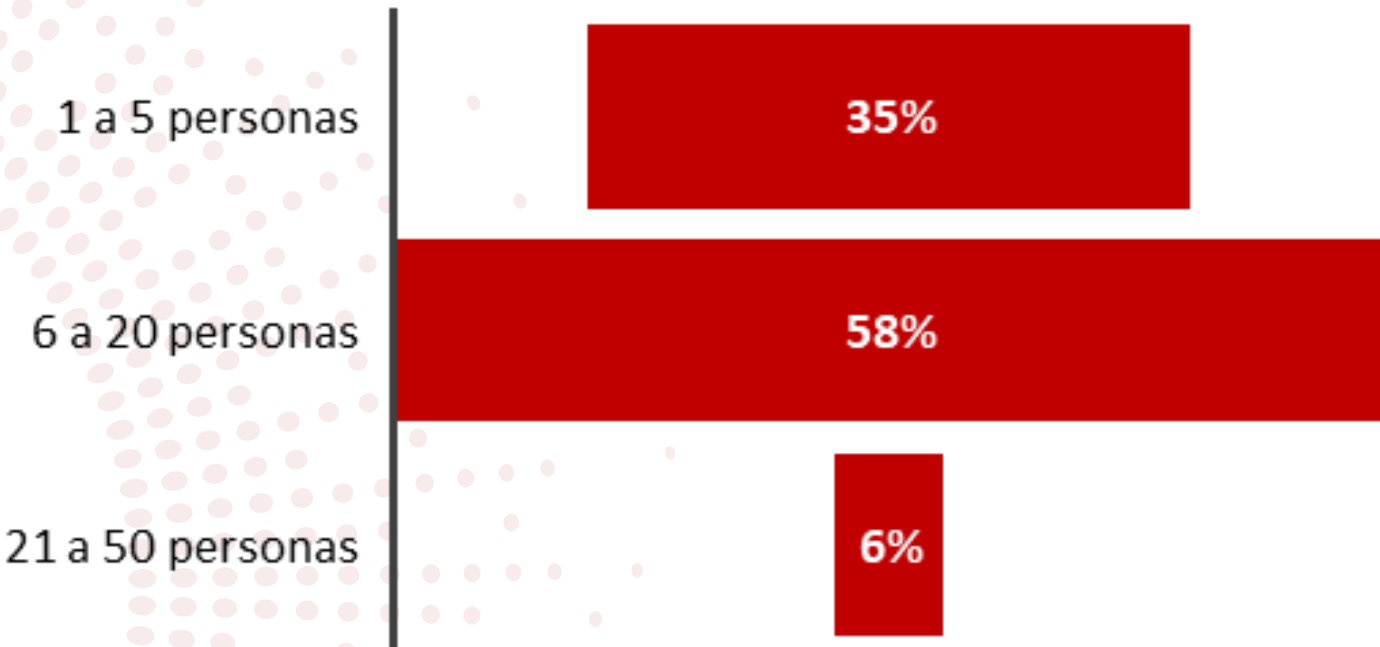
### ESTÁ DE ACUERDO CON LAS FECHAS DE LA EXPOSICIÓN



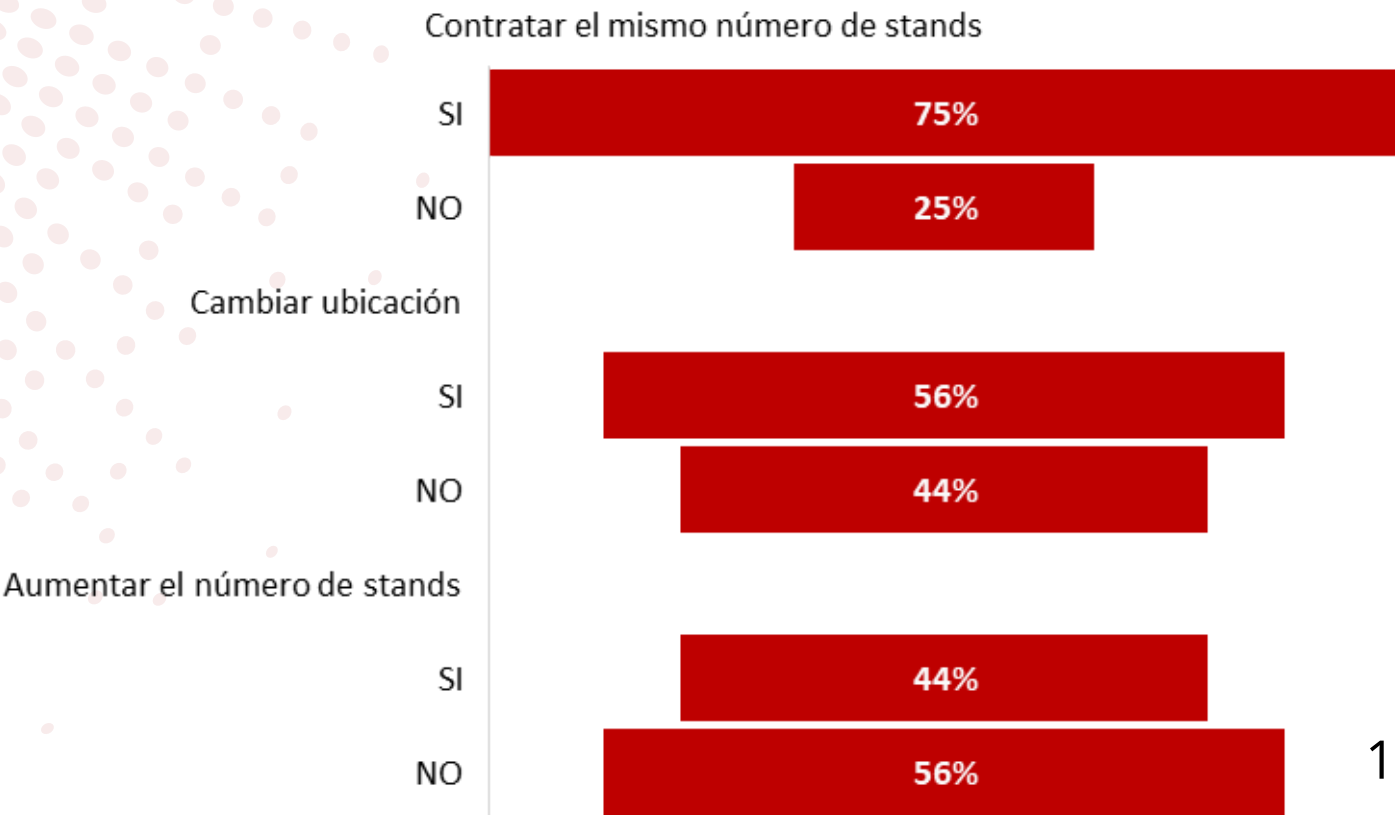
### ACEPTARÍA UN CAMBIO DE RECINTO



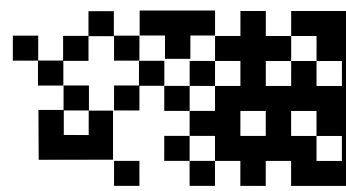
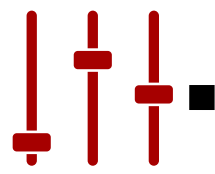
### PERSONAL ASIGNADO A LA EXPOSICIÓN



### PARA EL SIGUIENTE AÑO, USTED PIENSA...

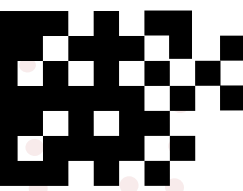




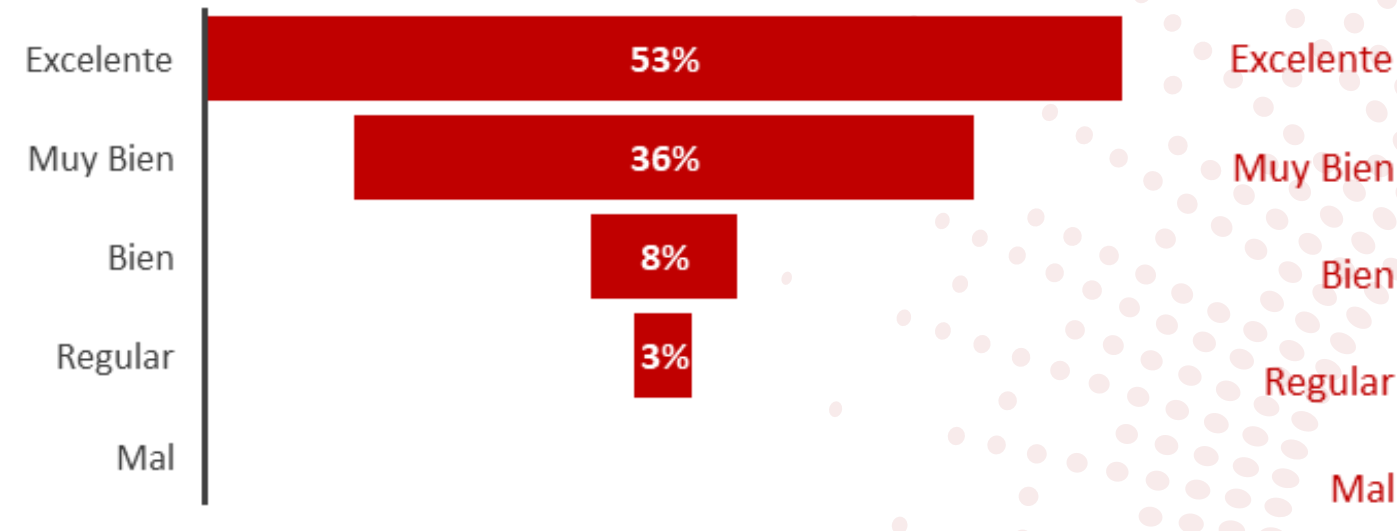


# EVALUACIÓN VISITANTES

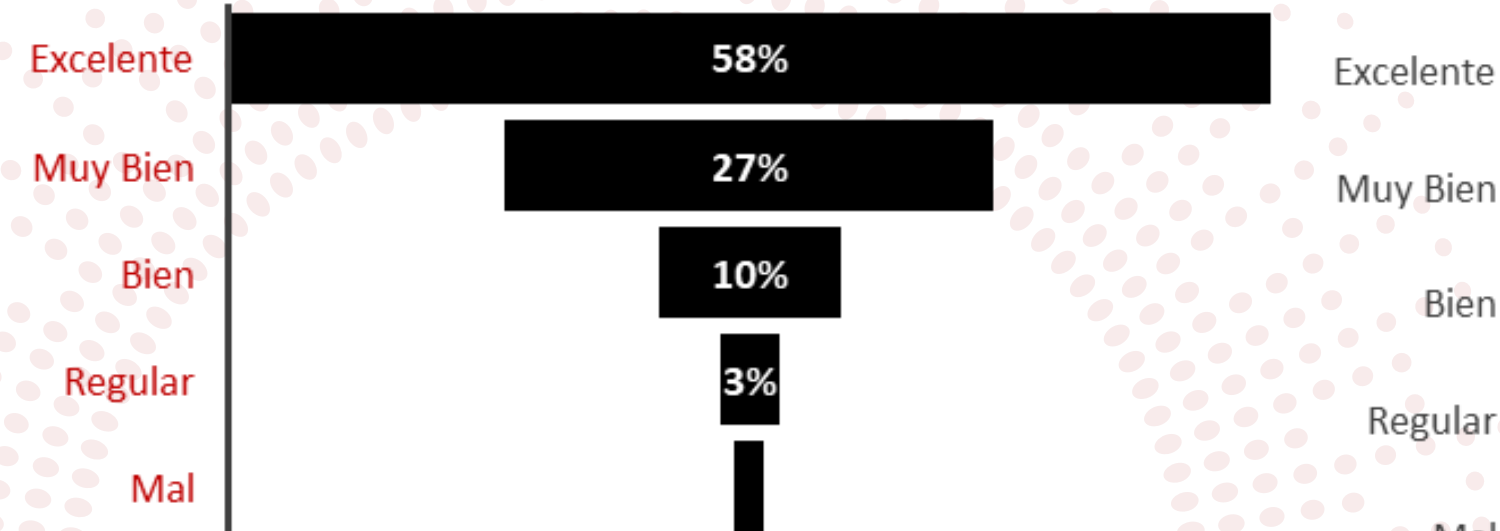
REPORTE MERCADOTENCIA



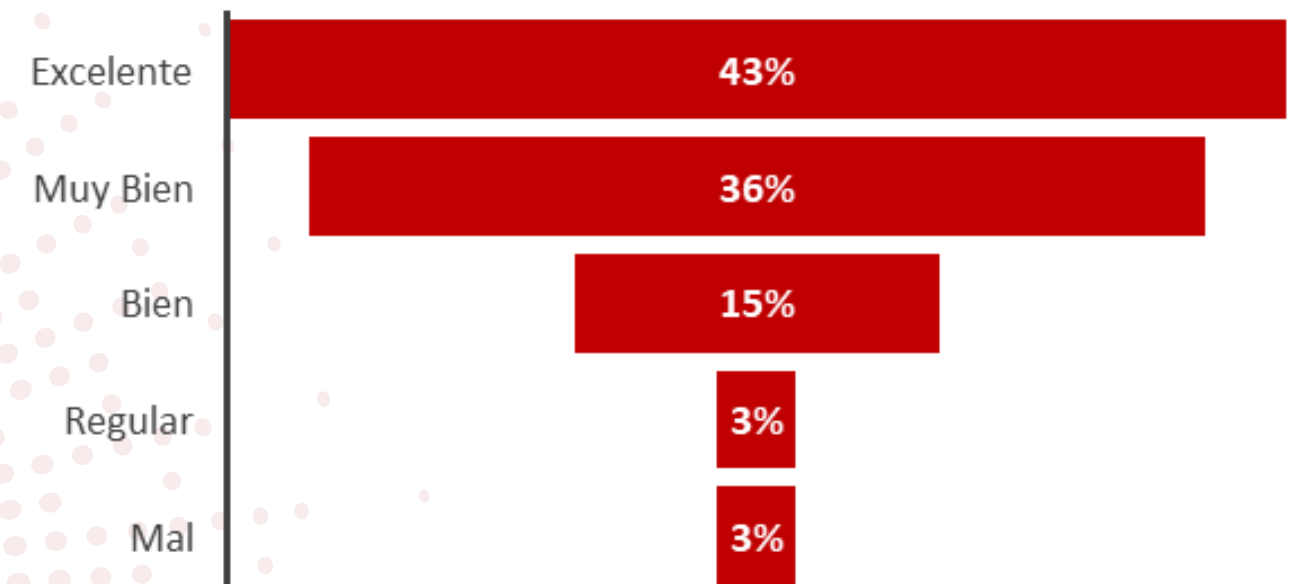
## SALA DE EXHIBICIÓN



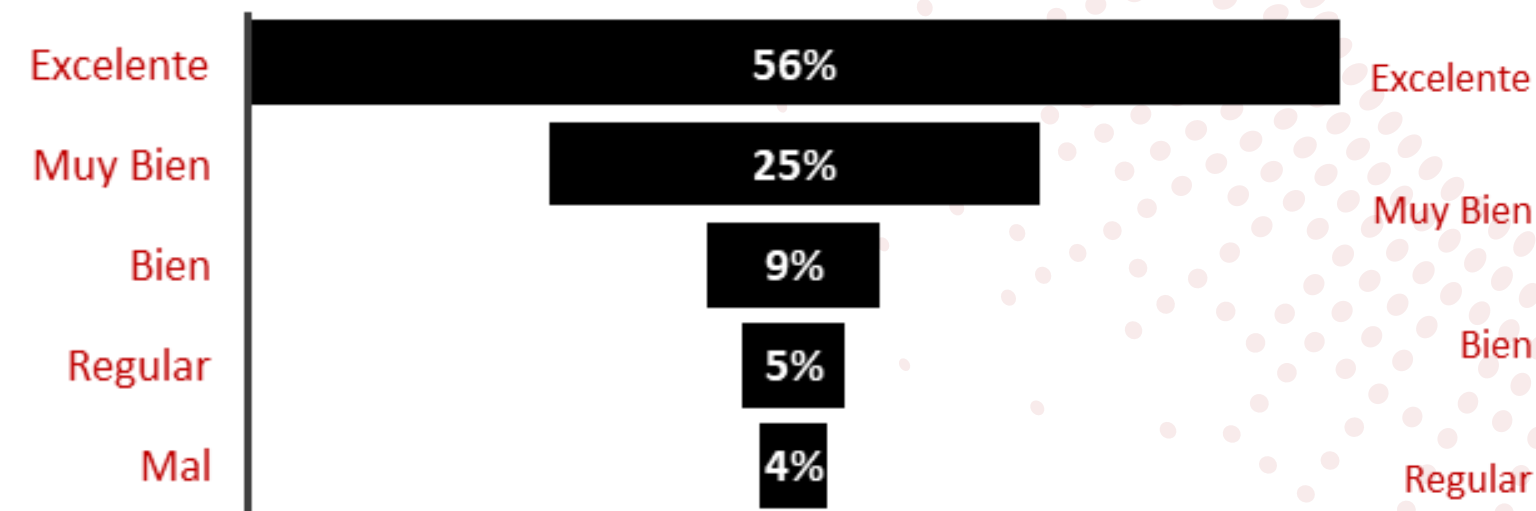
## SALAS DEMO



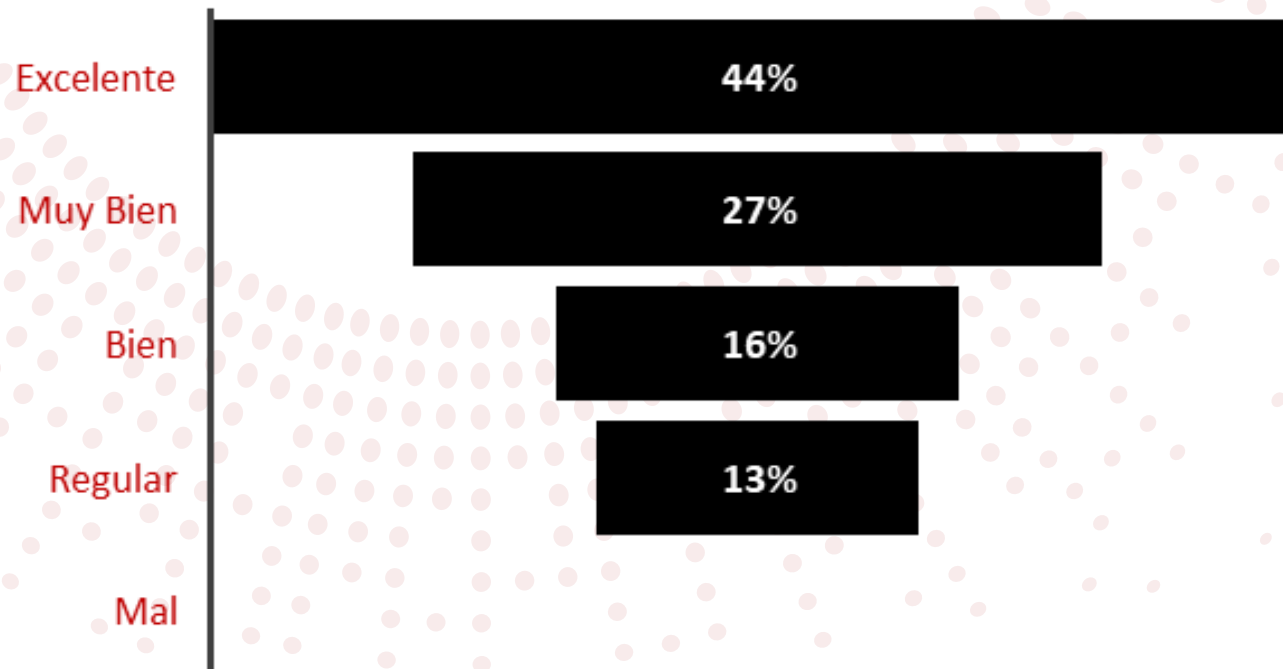
## PABELLÓN MUSIC:BUSINESS



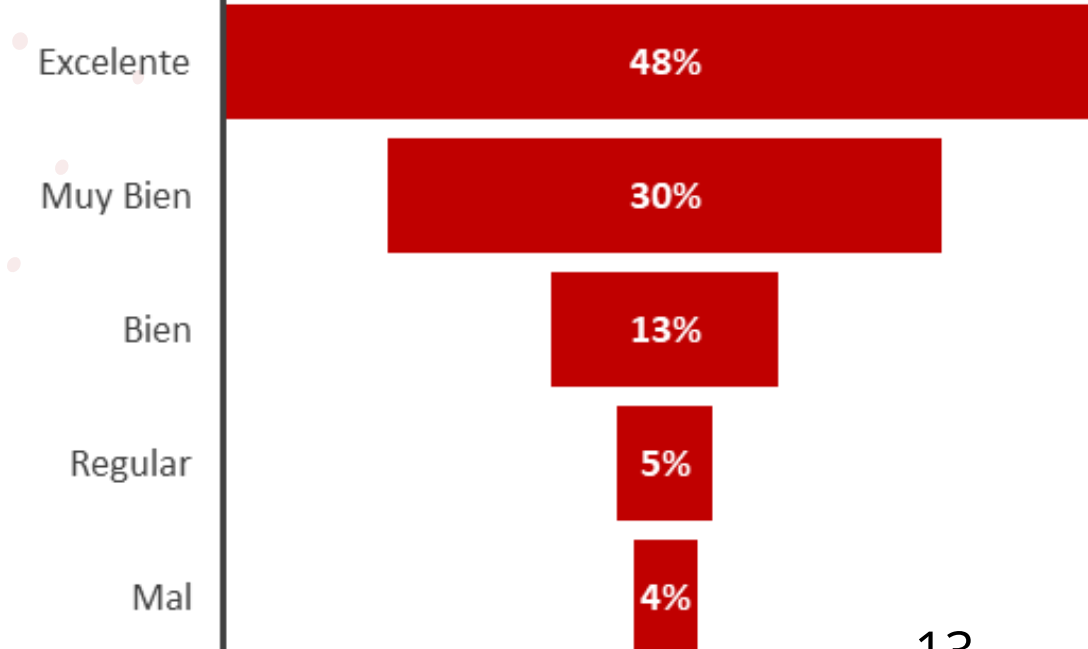
## AUDITORIO SOUND:CHECK MASTERCLASS

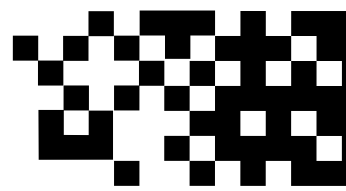
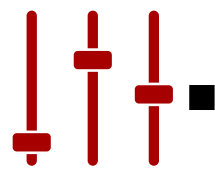


## PROGRAMA GENERAL MASTERCLASS



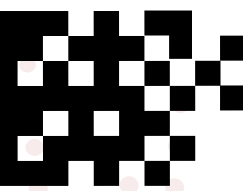
## SALAS DE CAPACITACIÓN



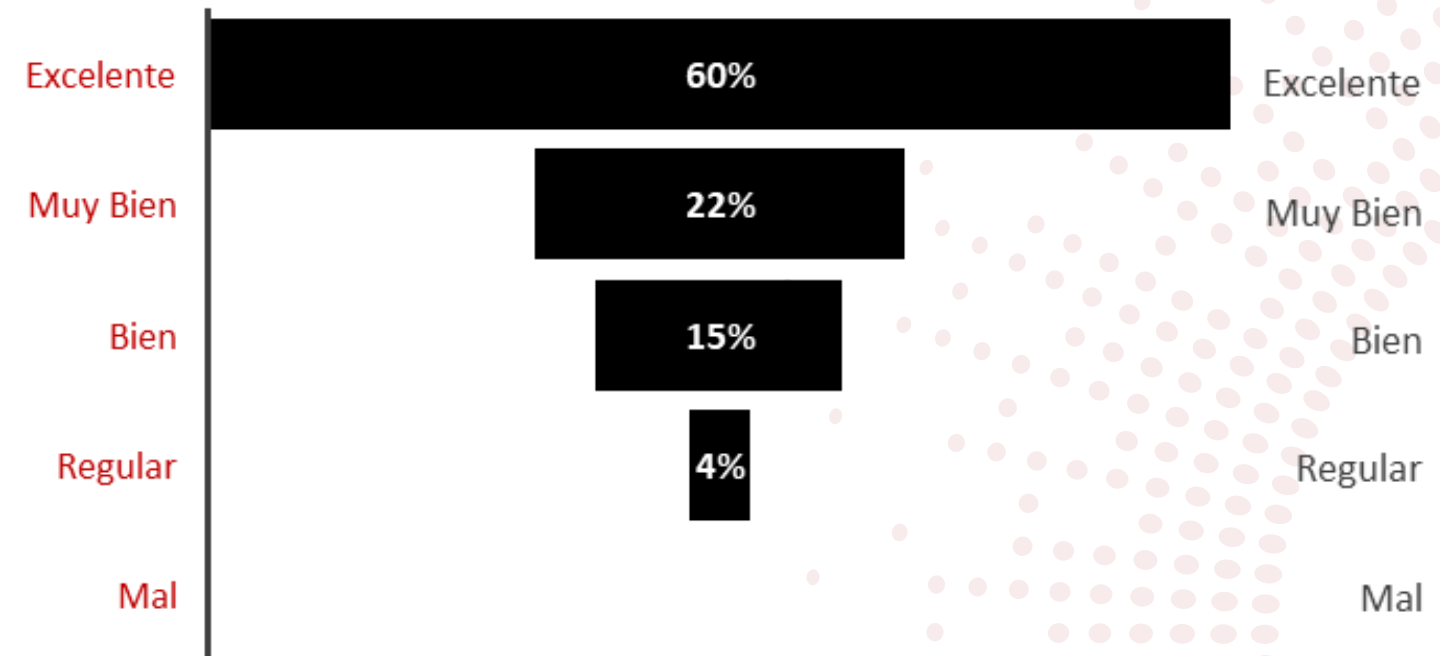


# EVALUACIÓN VISITANTES

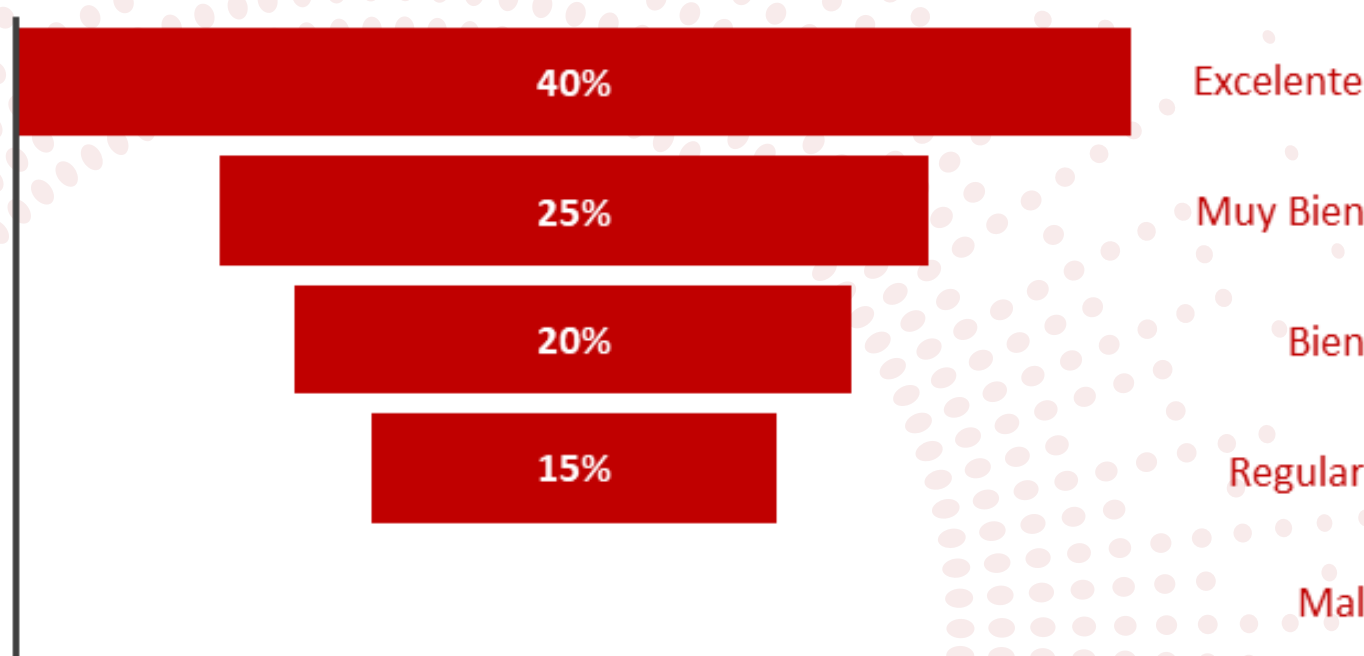
REPORTE MERCADOTENCIA



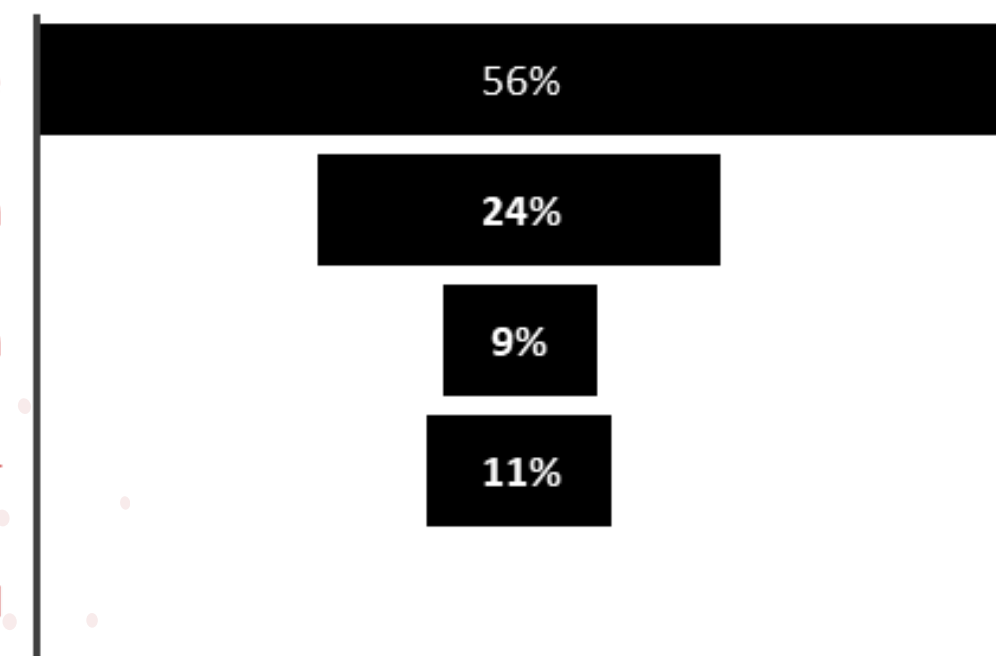
## IMAGEN DE LA EXPOSICIÓN



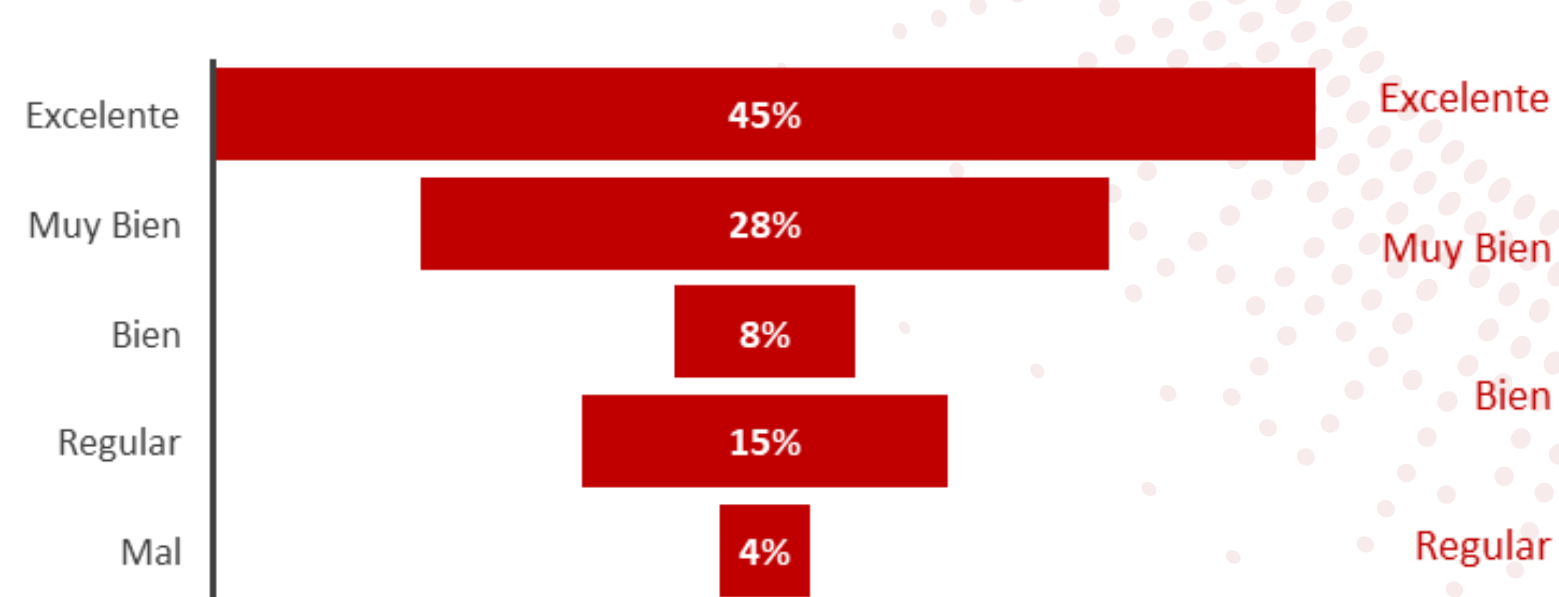
## COSTO DE ENTRADA



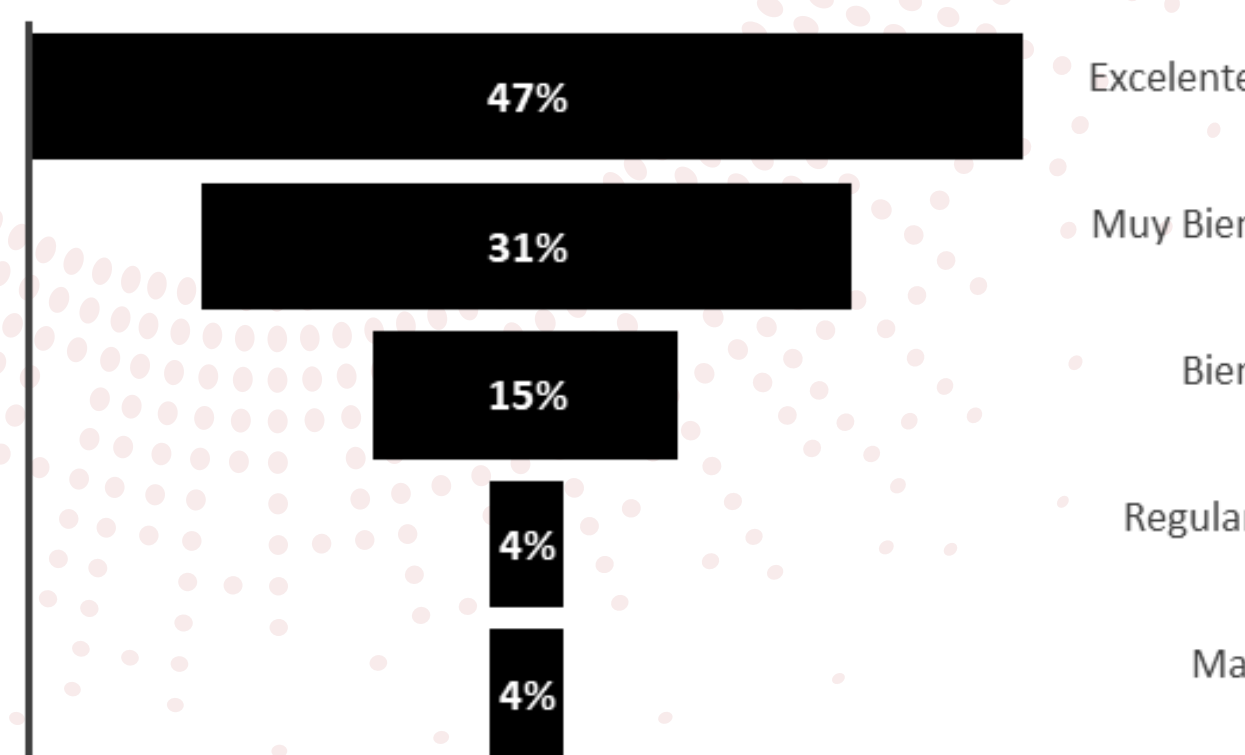
## HORARIO DE VISITA



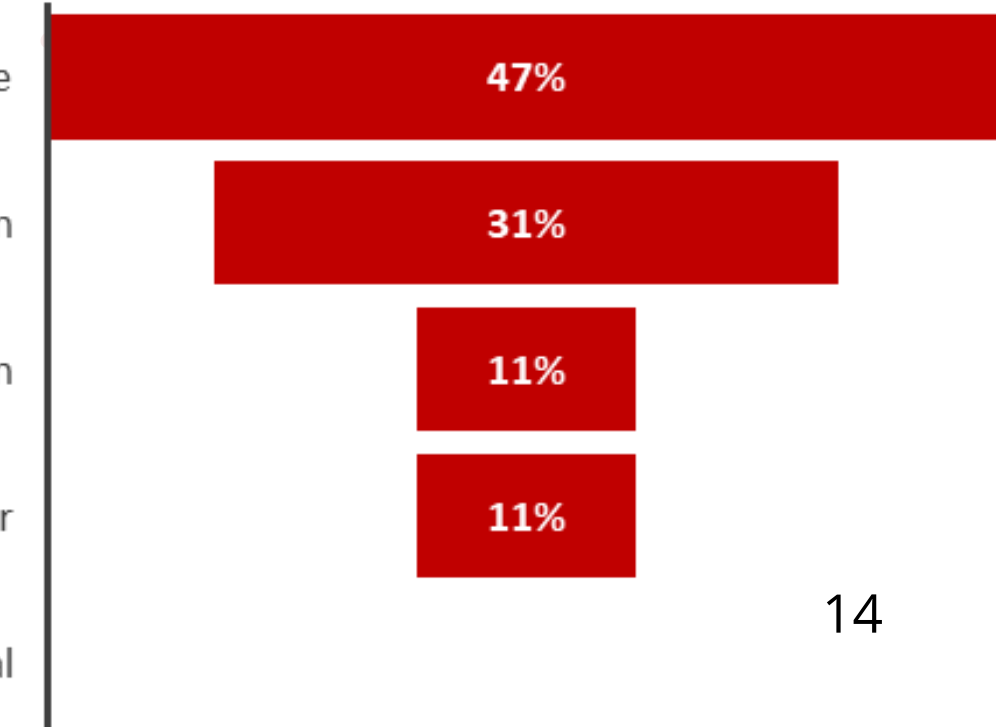
## REGISTRO

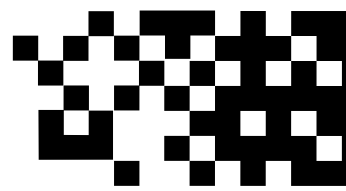
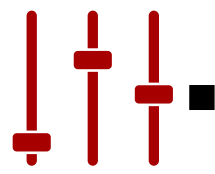


## INSTALACIONES Y SERVICIOS DEL WTC



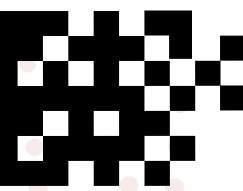
## SEGURIDAD



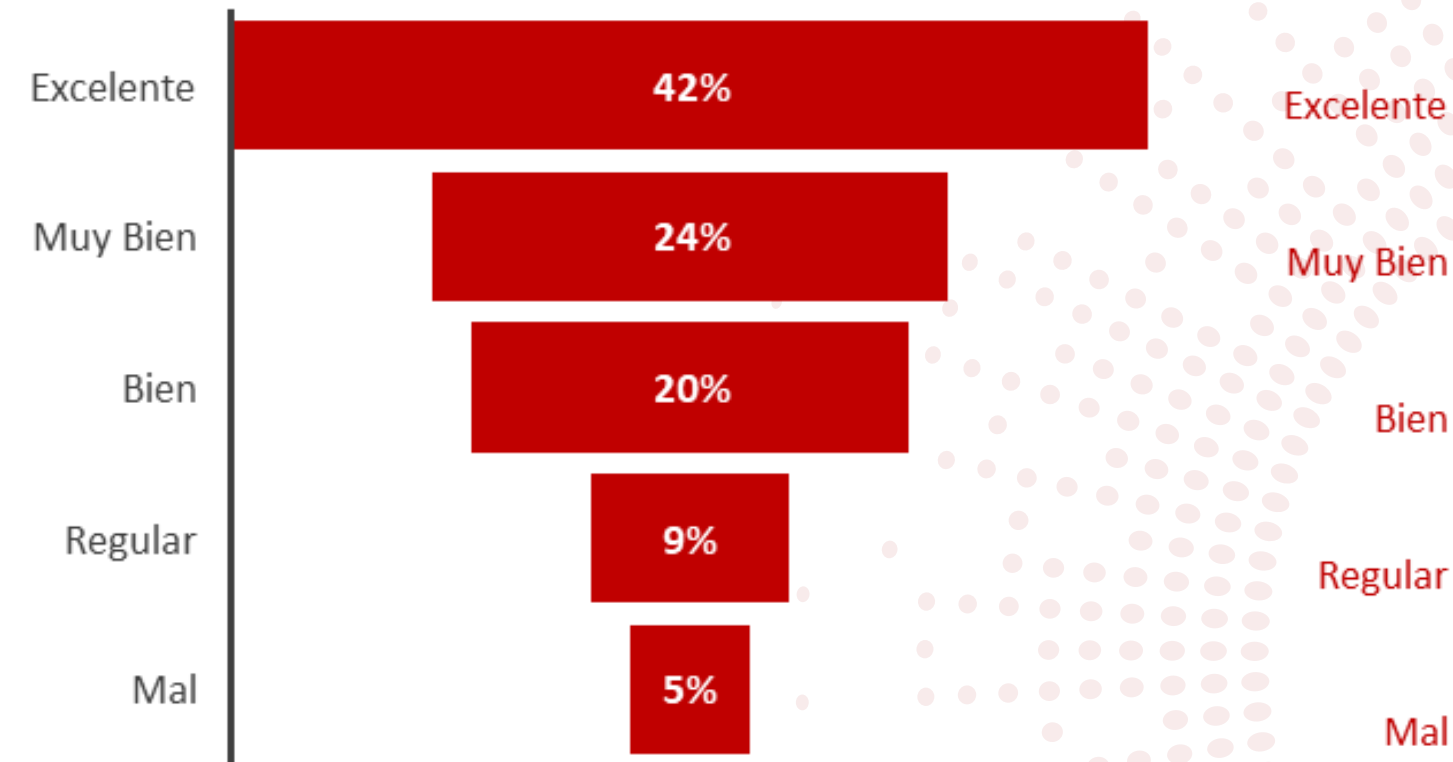


# EVALUACIÓN VISITANTES

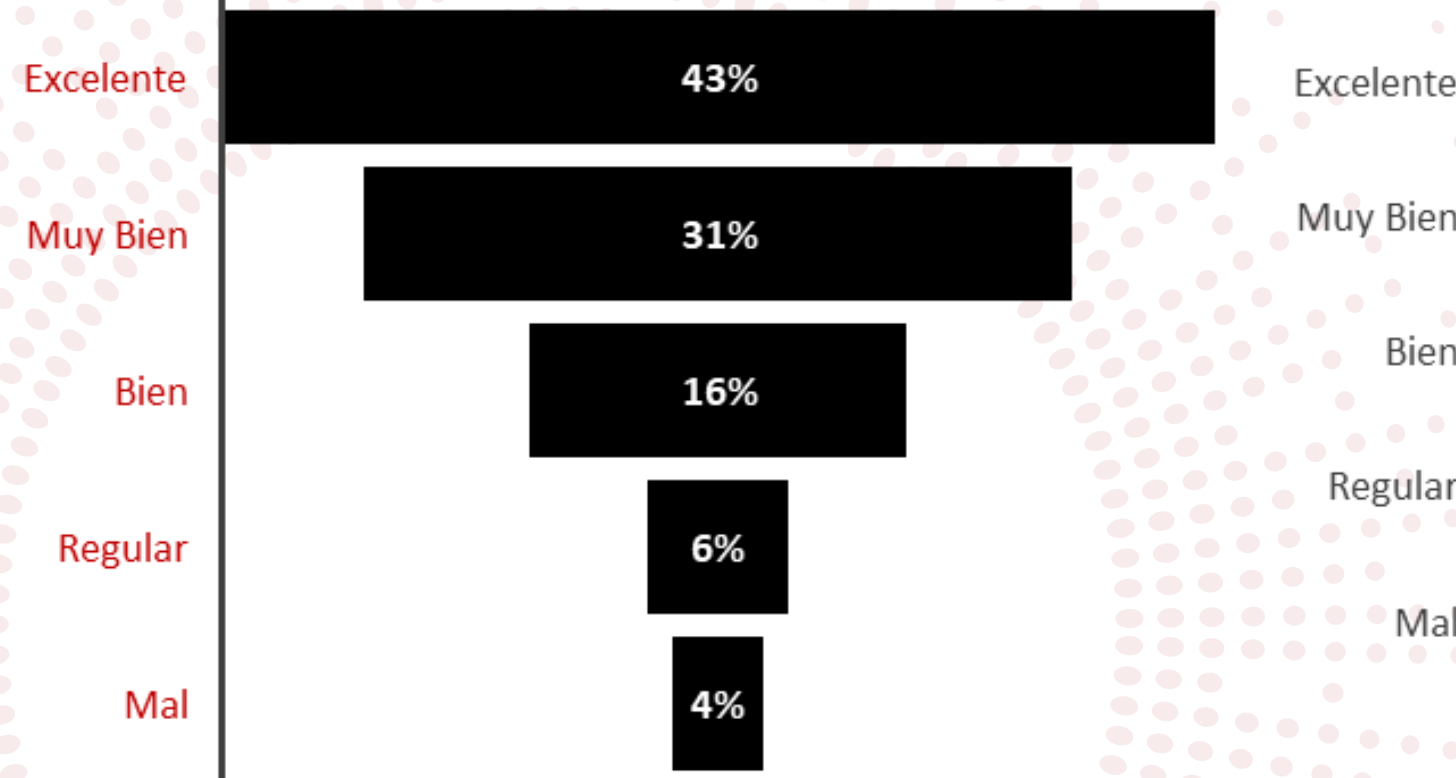
REPORTE MERCADOTENCIA



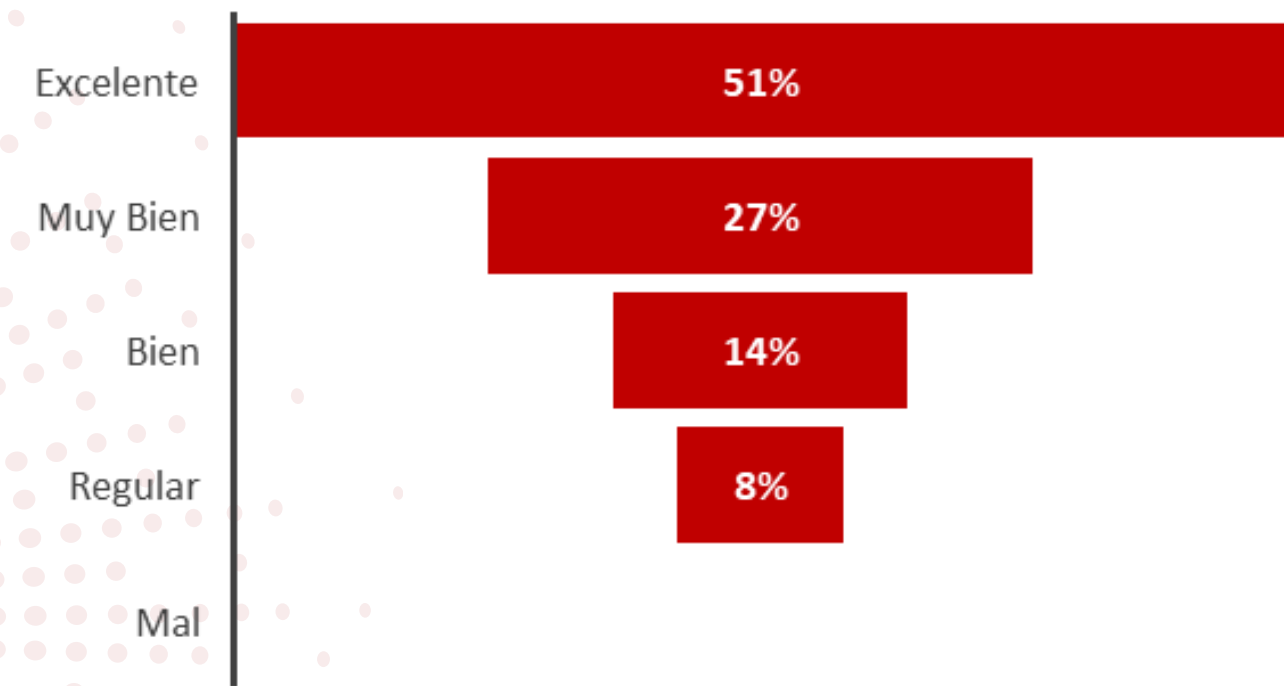
## SEÑALIZACIÓN E INDICACIONES GENERALES



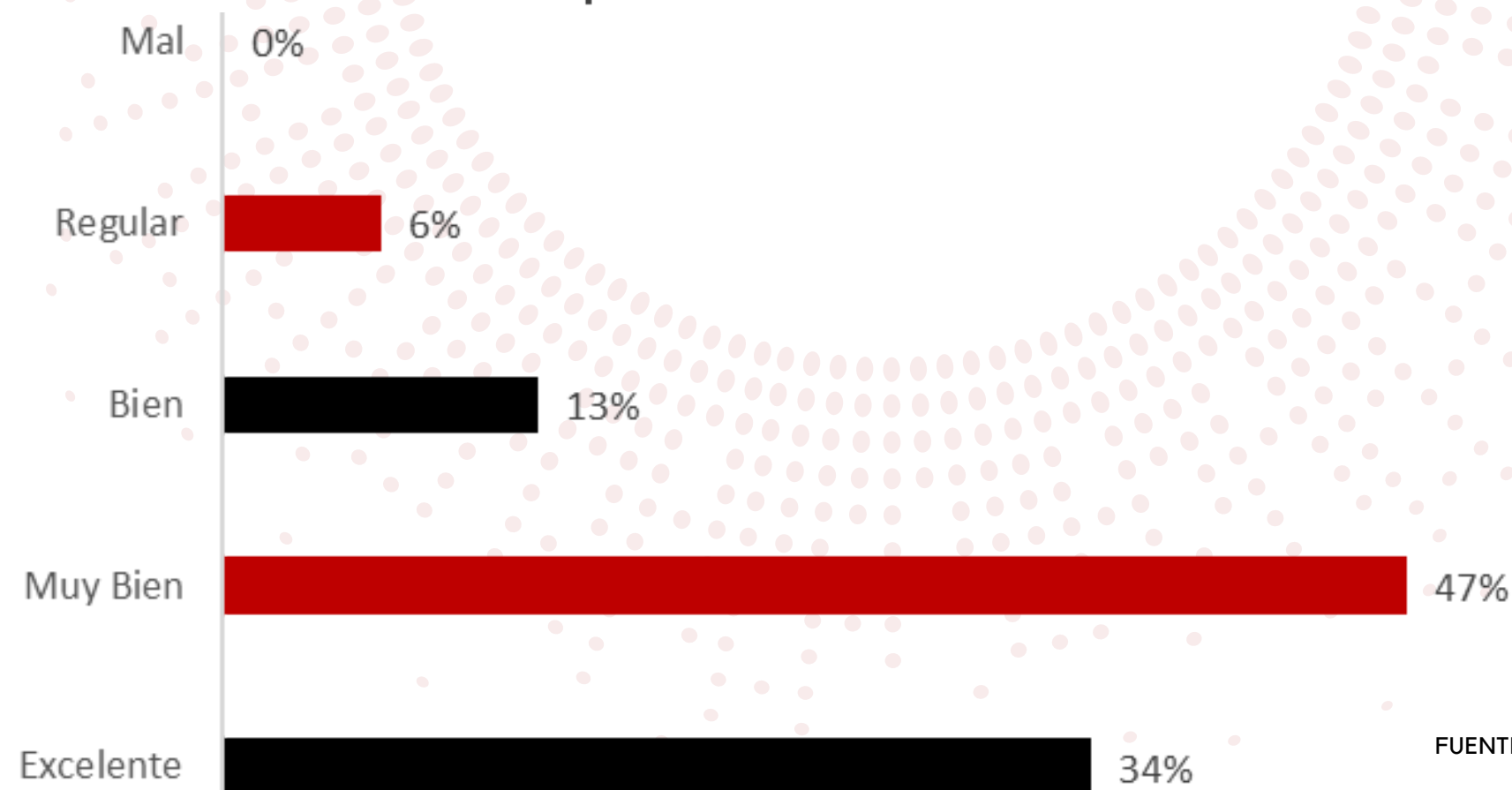
## ATENCIÓN Y SEGUIMIENTO DE EXPOSITORES



## DECORACIÓN Y MONTAJE DE STANDS



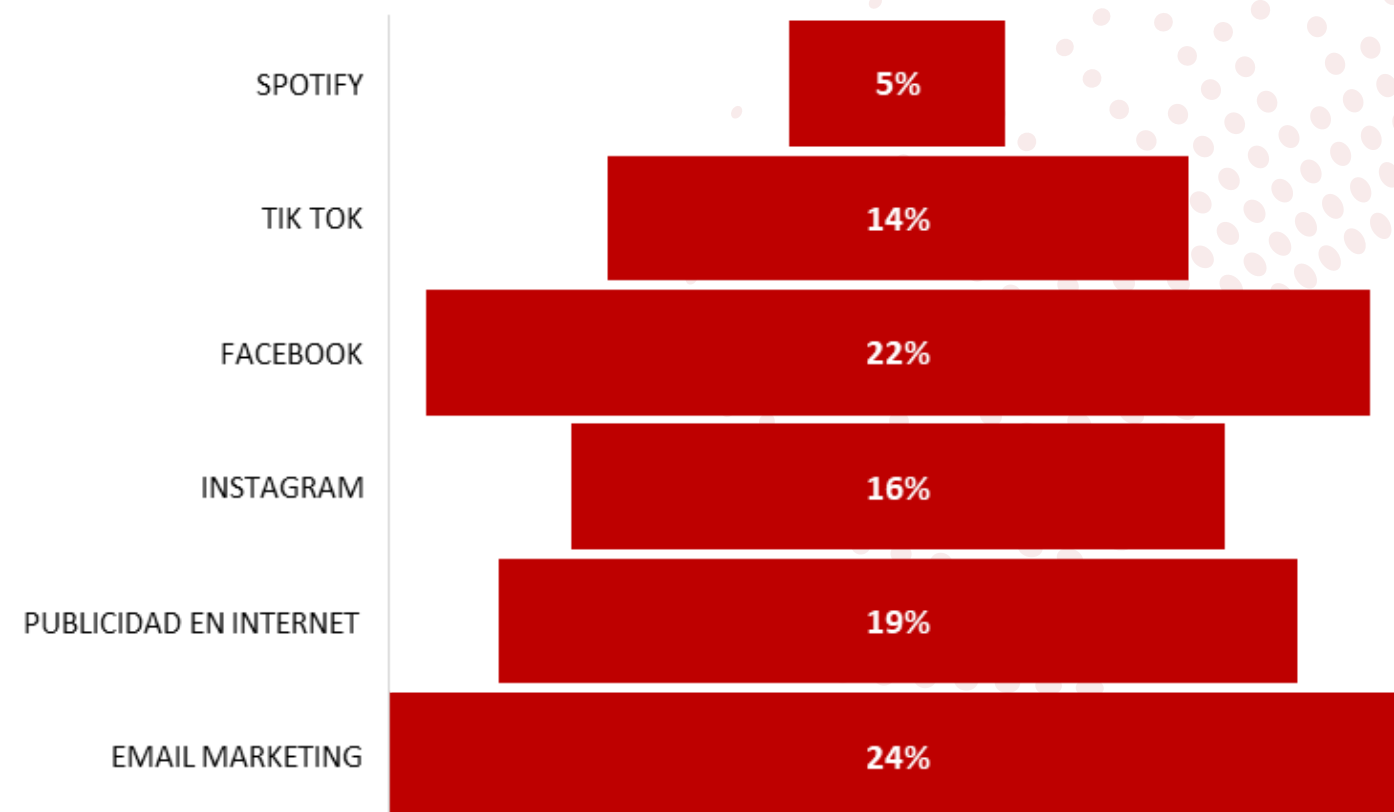
## ¿CÓMO CALIFICAS SOUND:CHECK XPO 2025?



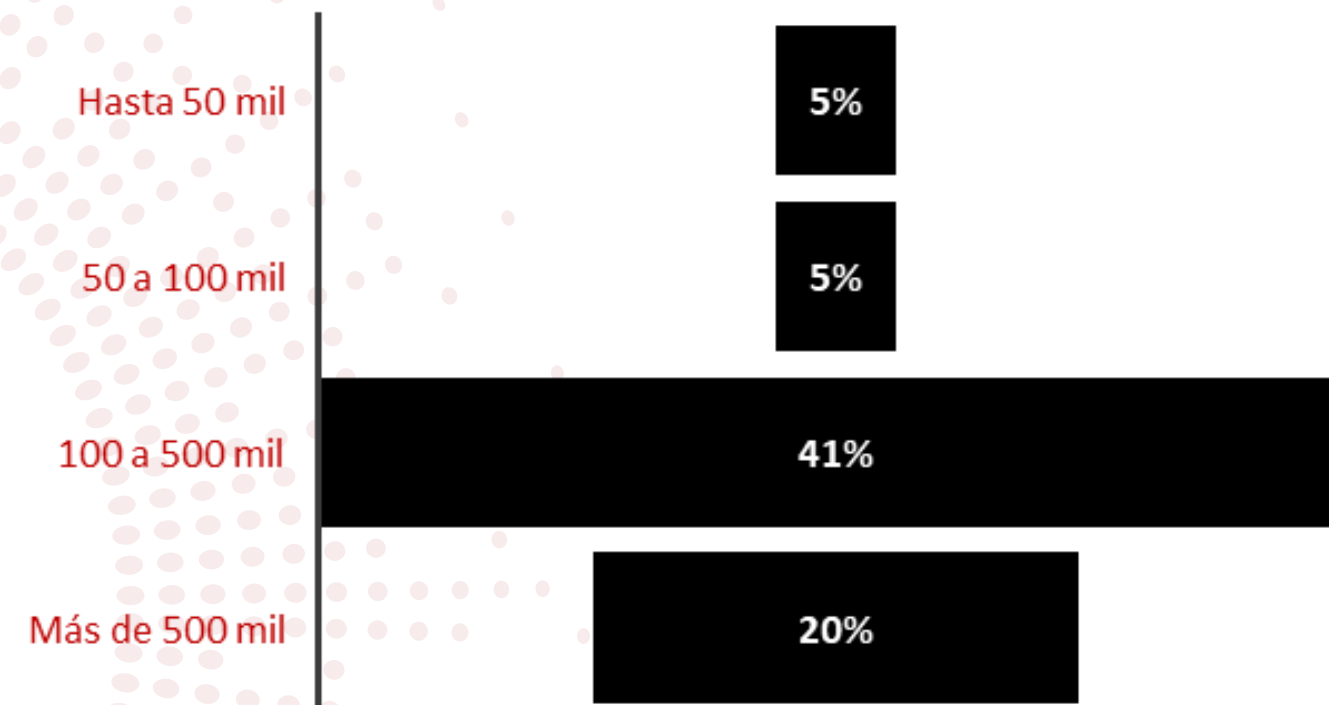
FUENTE: SURVEY MONKEY ENCUESTA REALIZADA A LOS EXPOSITORES CON UN 12% DE RESPUESTA



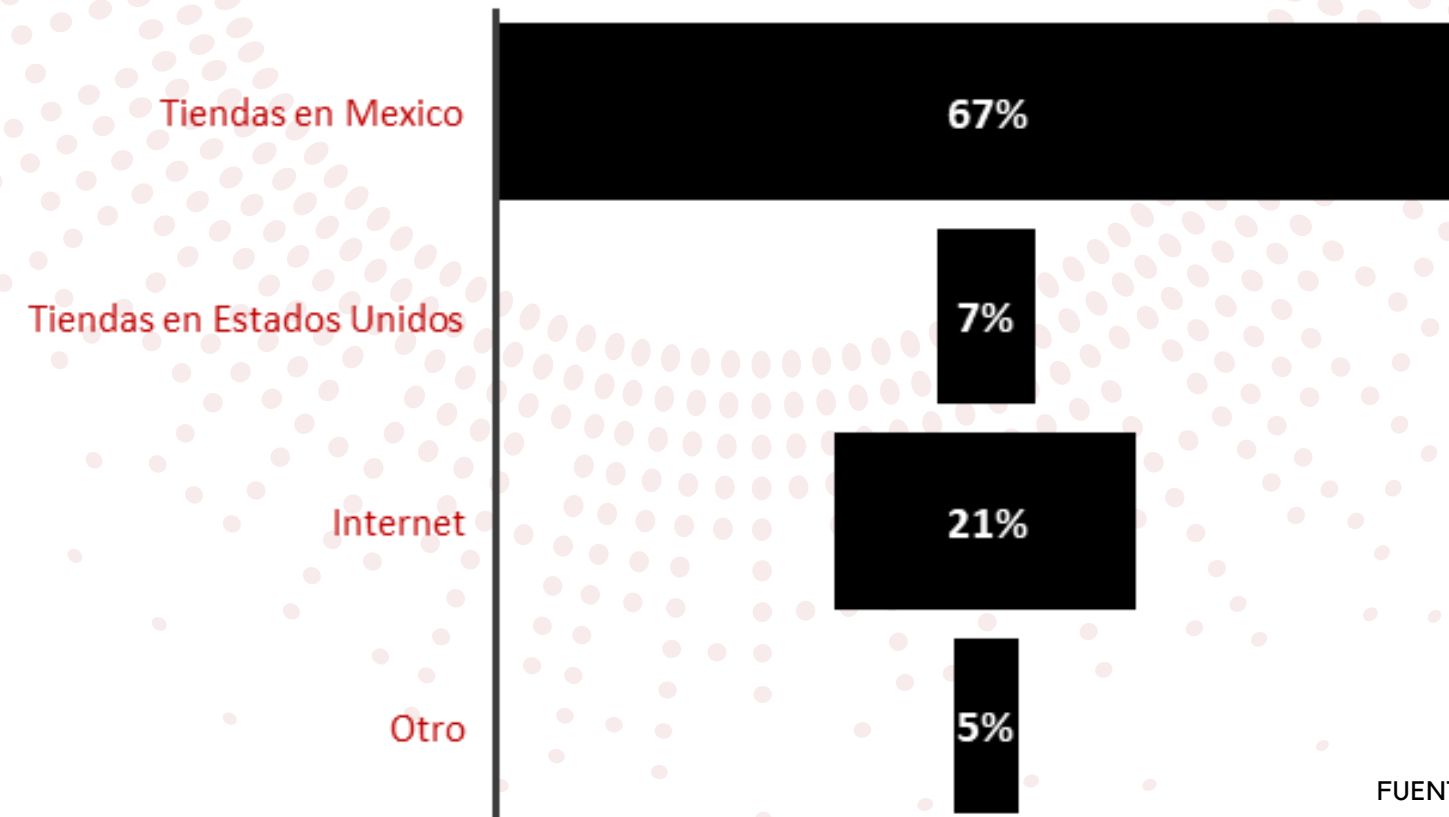
## CÓMO TE ENTERASTE DE SOUND:CHECK 2025



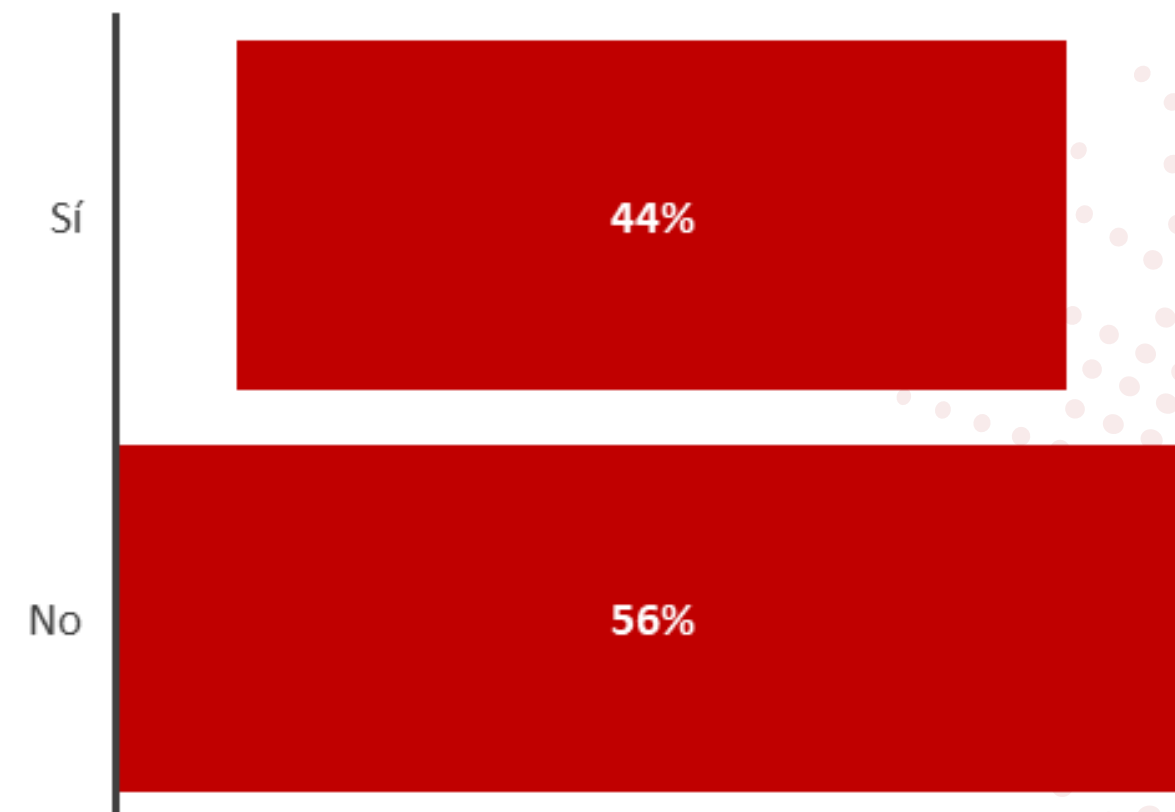
## ¿QUÉ CANTIDAD DE DINERO PIENSAS INVERTIR ESTE AÑO EN EQUIPO O INSTRUMENTO



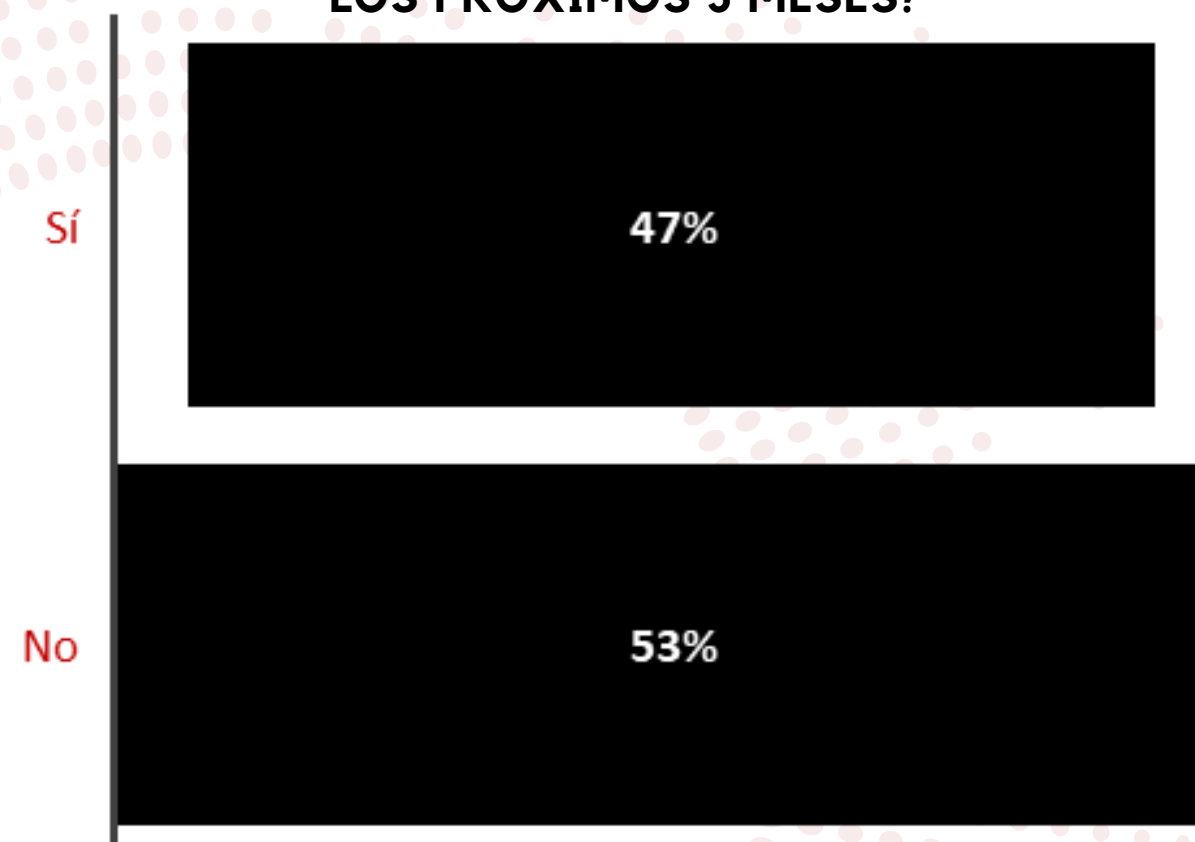
## GENERALMENTE DÓNDE REALIZAS TUS COMPRAS



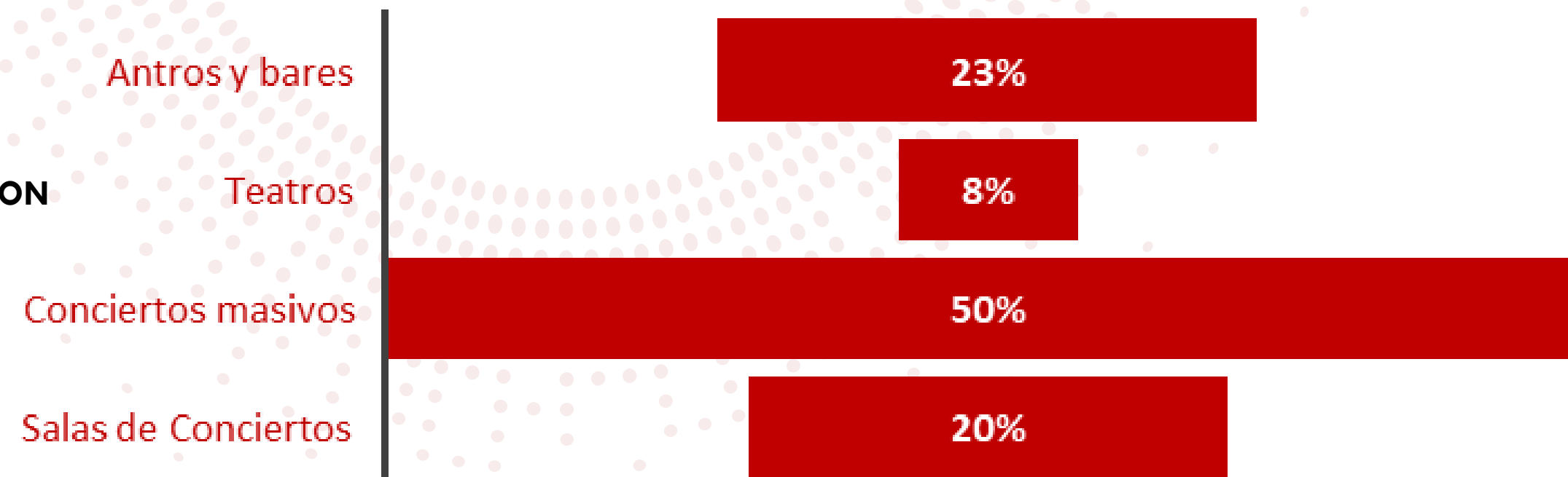
## COMPRASTE ALGÚN PRODUCTO EN LA XPO



## ¿PIENSAS RENTAR ALGÚN BIEN O SERVICIO EN LOS PRÓXIMOS 3 MESES?



## ¿A QUÉ TIPO DE ESPECTÁCULO ACUDES CON MAYOR FRECUENCIA?





# sound:check

La Industria de la Música y el Espectáculo

XPO

## GRACIAS POR SU PARTICIPACIÓN

TE ESPERAMOS  
ABRIL 19, 20 Y 21  
2026

CONTACTO

[www.soundcheckexpo.com.mx](http://www.soundcheckexpo.com.mx)

[claudia@musitech.com.mx](mailto:claudia@musitech.com.mx)

55 5240 1202

MUSITECH EDICIONES Y EVENTOS