



Pro Training

Empower attendees
with your expertise

Elevate your brand and engage more deeply with attendees through our Pro Training sessions.

These immersive educational experiences allow you to showcase your AV products beyond the show floor, providing targeted insights and hands-on learning that transform audience connections.

Why Host Pro Training?



Direct Engagement

Deliver customized content (beginner to advanced) on AVoIP, integration, sustainability, and more.



Credibility Boost

Offer CTS® RU credits, drawing certified professionals eager for renewal units.



Lead Generation

Get pre/post attendee lists.



Scarcity Alert

Limited time slots fill up early – submit now to lock in your ideal schedule and stand out!

Submit Your Session

Eligibility & Process: Submit via the online portal by August 19th, 2027, for full promotion. Payment is due upon approval. Cancellation fees apply after July 31st, 2027.

Submission Guidelines

The client has full discretion to determine the content and speakers for each Pro Training session. You may offer one-hour sessions or two-hour sessions.

Be advised that a limited number of time slots are available for Pro Training. The Pro Training submission process is ongoing, so the earlier you complete your submission, the more likely we will be able to accommodate your request.

The maximum number of sessions a single company may submit is five (5).

Pro Training sessions are open to all InfoComm® América Latina attendees with no cost.

Attendee pre-registration will be available, but the sessions are first-come, first-serve. Attendees must register to InfoComm América Latina to attend a Pro Training.





Rates

2027 InfoComm América Latina exhibitors enjoy a discounted rate.

Contracted exhibitors	Non contracted exhibitors
1-hour session \$1,300	1-hour session \$1,500
2-hour session \$2,200	2-hour session \$2,600

Schedule

Pro Training will take place Wednesday, October 20th to Friday, October 22nd during the show.

The following start times are available for the sessions:

Sessions will take place on Wednesday from 12:00 PM to 6:00 PM, Thursday from 10:00 AM to 5:00 PM, and Friday from 10:00 AM to 5:00 PM.

You may indicate your preferred start times on the session submission form. InfoComm América Latina Show Management reserves the right to reschedule sessions that may conflict or compete with content offered in InfoComm América Latina education program.

Learning Levels

Attendees interested in Pro Training have varying levels of knowledge on topics presented at InfoComm América Latina. Your topic should be tailored to InfoComm América Latina target audiences, including technology managers and end users as well as AV/IT designers, integrators, and engineers.

Speakers should assume a basic understanding of industry knowledge and stipulate the level of proposed content session by indicating one of the topic knowledge levels below:

Advanced suitable for attendees with extensive experience in the topic area covered by the session.

Intermediate suitable for attendees with exposure and some experience in the topic area covered by the session.

Introductory suitable for attendees with little to no prior exposure to the topic area covered by the session.



Room Set Up:

Pro Training will be held in meeting rooms at the World Trade Center in Mexico City. InfoComm América Latina Show Management will provide the following support for Pro Training sessions at no additional cost:

- Standard classroom set, including tables and chairs, a head table, and a podium.
- Standard AV system, including a skirted front screen, video switcher, computer digital interface, sound mixer, and house sound with headset and handheld microphones.
- Signage indicating the session schedule for each training room.
- Registration/directional personnel to control access to the training rooms.
- Additional tables for product display and literature distribution upon request.
- Post-show list of verified attendees.
- Post-session attendee evaluation results (administered by InfoComm América Latina).
- Exhibitors are also allowed to place floor signage/banners (according to the Convention Center's rules) and distribute product information/promotional literature in the training room during the contracted training.

InfoComm América Latina Show Management will assist with additional AV, labor, and Internet access upon request. Additional charges may apply.

Exhibitors wishing to include demonstration gear in their session must be able to transport the items to/from the session room via 'hand carry' rules. Any use of carts or hand trucks will be subject to material handling fees.

Application and Marketing Deadlines:

Website Listings: All Pro Training sessions submitted by August 19th, 2027, will be listed in the InfoComm® América Latina registration website. Sessions will appear as part of the overall InfoComm América Latina education program, and InfoComm América Latina speaker(s) will be featured on the event website as InfoComm América Latina speakers.

Confirmation

You will receive written confirmation when your Pro Training application has been reviewed and approved. Upon confirmation, you will be invoiced, and the full amount is due upon receipt.

Cancellation Policy

If an assigned Pro Training session is cancelled between July 31st, 2027, and August 31st, 2027, a 50% cancellation fee will apply. Cancellations made after August 31st, 2027, will forfeit the full payment amount.

Session Promotion:

The Pro Training program includes these complimentary services to help promote your session:

- Sessions included as part of the full InfoComm América Latina schedule on the website, mobile app and onsite signage.
- Speaker coaching resources, including best practices, dedicated webinars, and tip sheets.
- Pro Training sessions qualify for CTS Renewal Units (RUs). CTS RU Provider status is good for two years once obtained.
- Distribution of electronic handout materials through the mobile app.
- Pre-show list of attendees registered for your session.
- Post-show list of verified attendees scanned at your session.
- Social sharing marketing tools for your speakers and staff to promote your session.

Form submissions will be accepted until Thursday, August 19th, 2027, at 11:59 PM (Mexico time).



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