

BUYERS MANUAL



TIANGUIS
TURÍSTICO
— digital —
México
2 0 2 1



This manual aims to guide you with the information you need for a successful participation in the **Digital Tianguis Turístico 2021** and help you navigate through the virtual platform.



KEY DATES



PRELIMINARY KEY DATES / BUYERS DIGITAL TIANGUIS TURISTICO 2021

| | |
|-------------------|-----------------------------------------------------------------------------------------|
| January 25th | Online Registration begins |
| February 22nd | Online Directory available Appointments Request available through the Passport |
| March 15th | Deadline to submit the Appointments Request |
| March 19th | Deadline to Register Personalized Scheduled Appointments available |
| March 23rd & 24th | Live Digital Tianguis Turistico from 9:00 AM through 6:00 PM (Mexico City Central Time) |



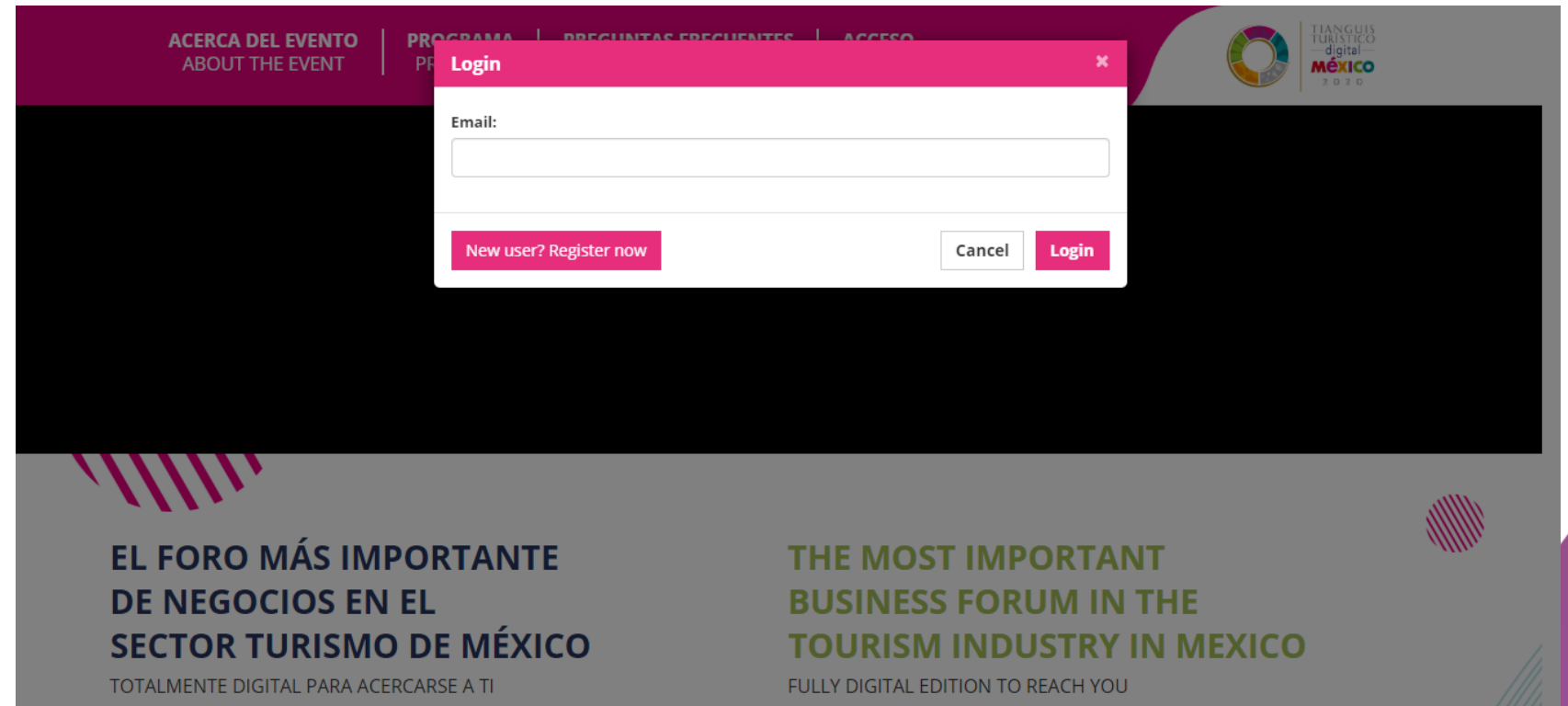
DIGITAL PLATFORM NAVIGATION

Landing Page

On March 23rd and 24th, write: <https://tianguisturistico.com/digital2021> in your browser bar to access the virtual event. We recommend using browsers such as **Chrome**, **Safari** o **Firefox** for best performance.

PLATFORM ACCESS

To Access the event, click on the **Login Access** button and follow the instructions you will receive a few days prior the event.



The screenshot displays the landing page for the Tianguis Turístico Digital 2021. The top navigation bar includes links for 'ACERCA DEL EVENTO | ABOUT THE EVENT', 'PROGRAMA | PROGRAM', 'PREGUNTAS FRECUENTES | FREQUENTLY ASKED QUESTIONS', and 'ACCESO | ACCESS'. A 'Login' modal is open, featuring an email input field, a 'New user? Register now' button, and 'Cancel' and 'Login' buttons. The main content area contains two columns of text: 'EL FORO MÁS IMPORTANTE DE NEGOCIOS EN EL SECTOR TURISMO DE MÉXICO' and 'TOTALMENTE DIGITAL PARA ACERCARSE A TI' on the left, and 'THE MOST IMPORTANT BUSINESS FORUM IN THE TOURISM INDUSTRY IN MEXICO' and 'FULLY DIGITAL EDITION TO REACH YOU' on the right. The Tianguis Turístico Digital México 2020 logo is visible in the top right corner.



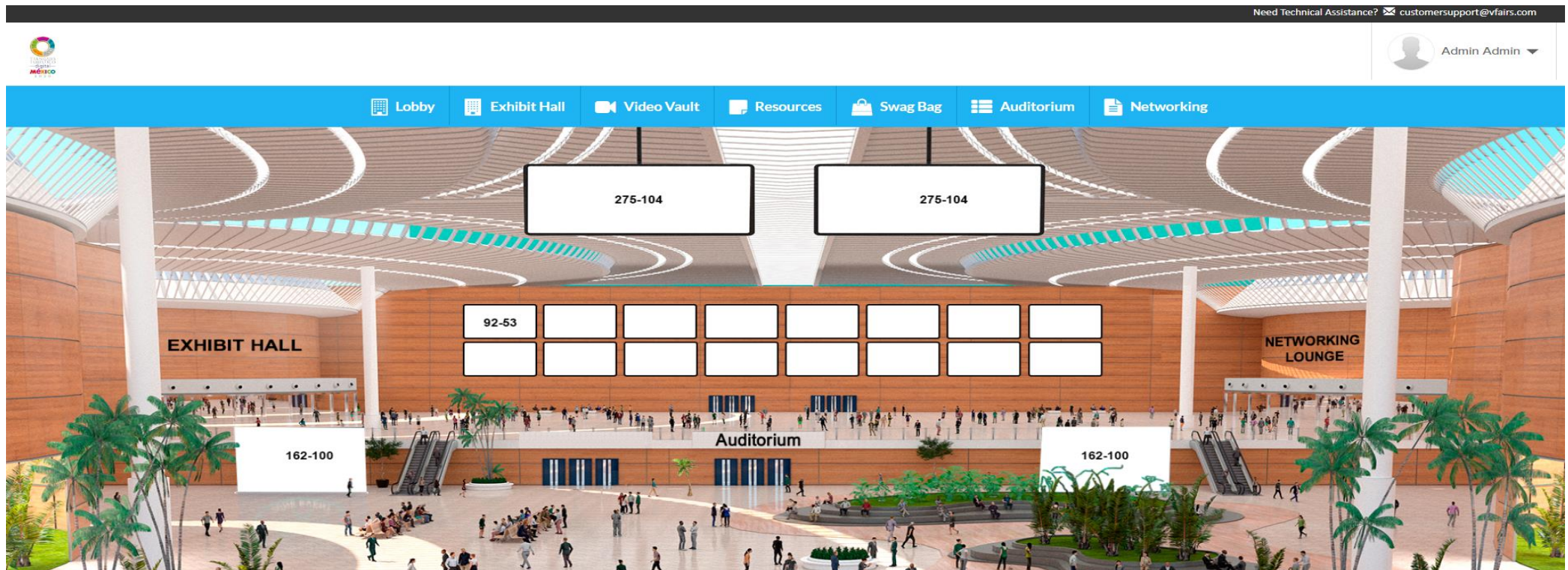
PLATFORM CONTENT & TOOLS



- Main Lobby
- Exhibition Area
 - Pre-scheduled Appointments through Private Chat
 - Public Chat
- Networking Lounge
- Auditorium
- Swag Bag / Videos and documents downloads

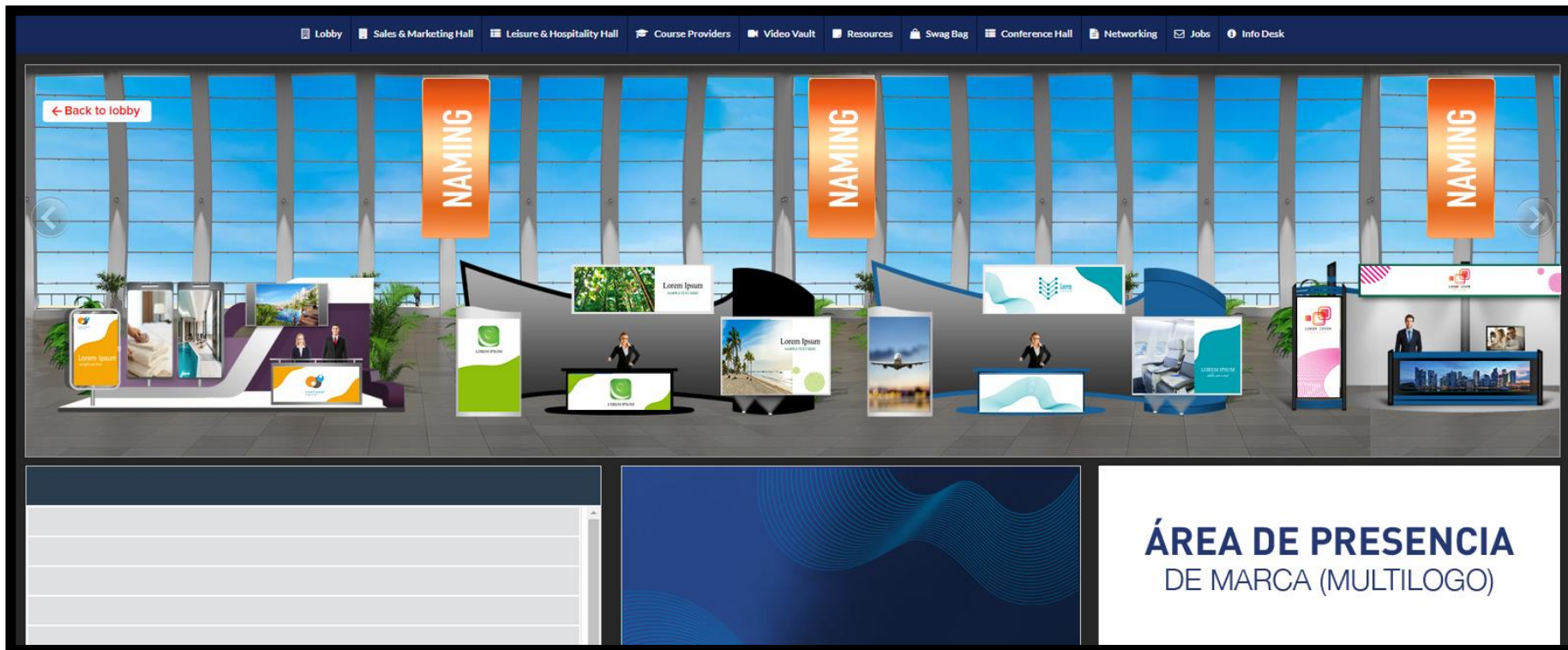
Convention Center & Main Lobby

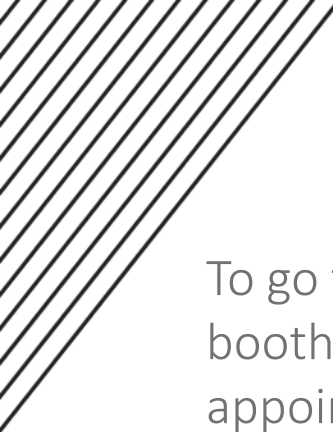
Once you access the Platform , you will enter the virtual image of the Event **Main Lobby** from which you will be able to go to the different areas of the event by simply clicking on them or by clicking on the name of the area on the blue Navigation Bar.



Exhibition Area

All the booths can be seen by scrolling your cursor from left to right. They will display as a carousel.






To go to the booth of your interest or carry out your pre-scheduled appointments, you must click on that booth or consult the "**Exhibition Index**" and click on the name of the booth which you have the appointment or that want to visit.

EXHIBITOR INDEX

On the left corner of the Exhibition Hall, you will find the "**Exhibitor Index**" with the list of the exhibitors. You can simply scroll the list and click on the booth of your interest to access.

Important: The booths will appear in alphabetical order

| Exhibitors Index |
|------------------|
| Booth D |
| vFairs |
| |



Booth view

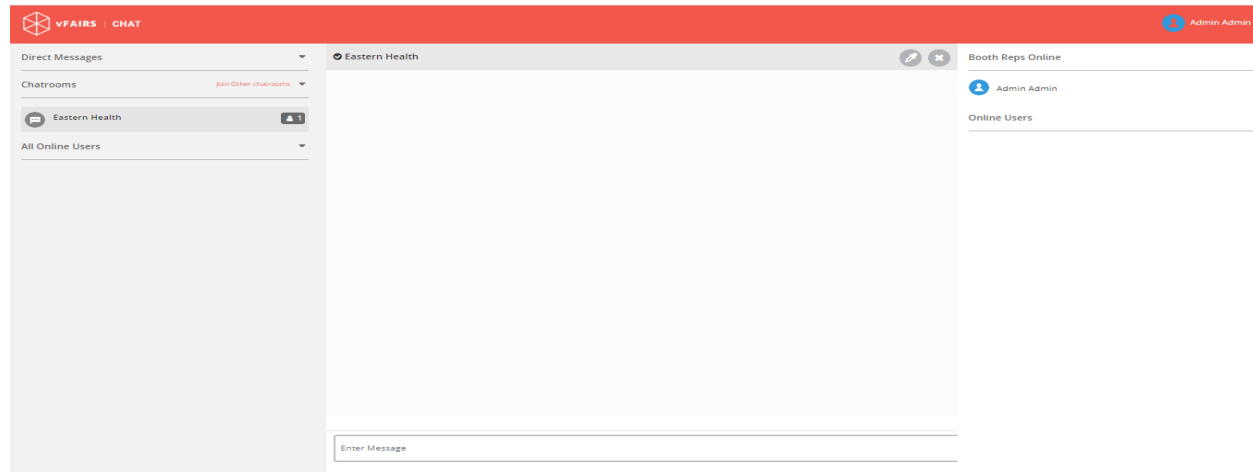
Clicking on the booth of your interest, you can view it in full screen, as shown in the image. Each booth includes the following menu:

1. **"Description"**: A brief profile or description of the Exhibitor
2. **"Videos"**: Any uploaded videos
3. **"Documents"**: Any uploaded document



Booth / Public chat

Clicking on the chat, the Representatives of each booth, Buyers, Participants-Media and Visitors can have both private and public chats. If you choose "Public Chat", everyone present in the booth can see and/or hear the communication.



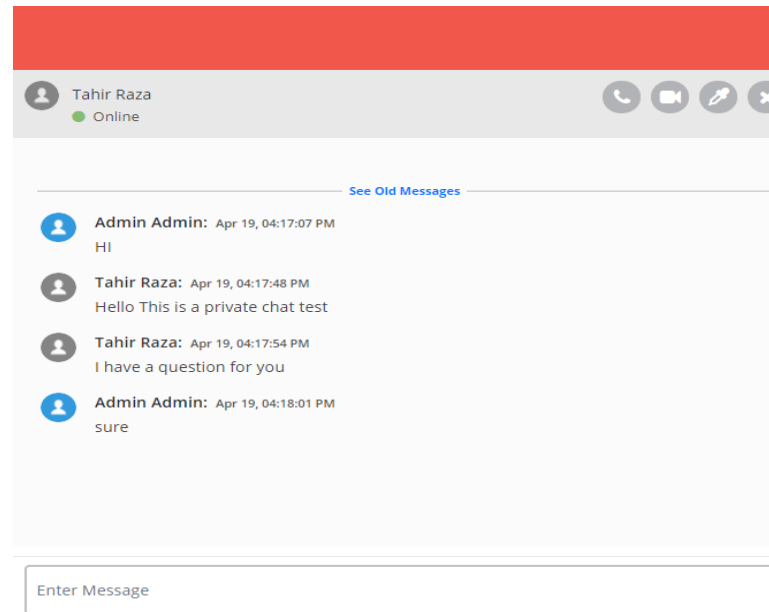
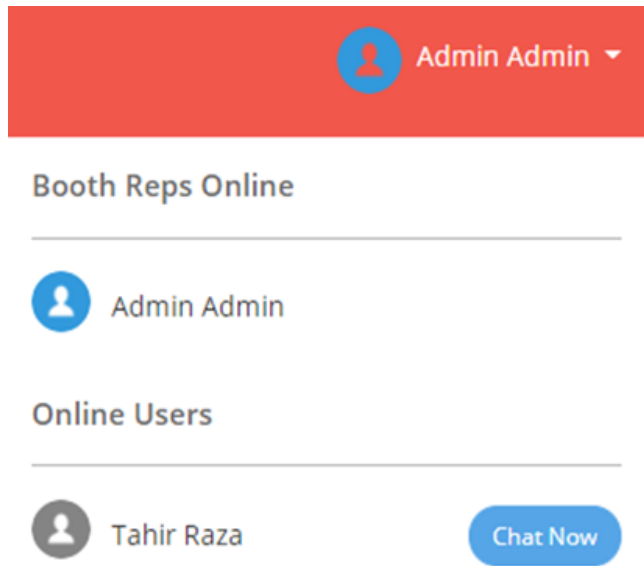
NOTE:

- NO video calls are available in the Public chat
- We suggest not having more than 10 chats open at the same time, and closing those that are no longer in use for a better navigation performance .



Booth / Private Chat

This is where the **pre-scheduled appointments** are held. To initiate a private chat, hover over the user's name with whom you have the appointment, and click on the button **“Chat now”**; a private chat window will open up so you can start your scheduled appointment.; no one else will be able to see this communication.




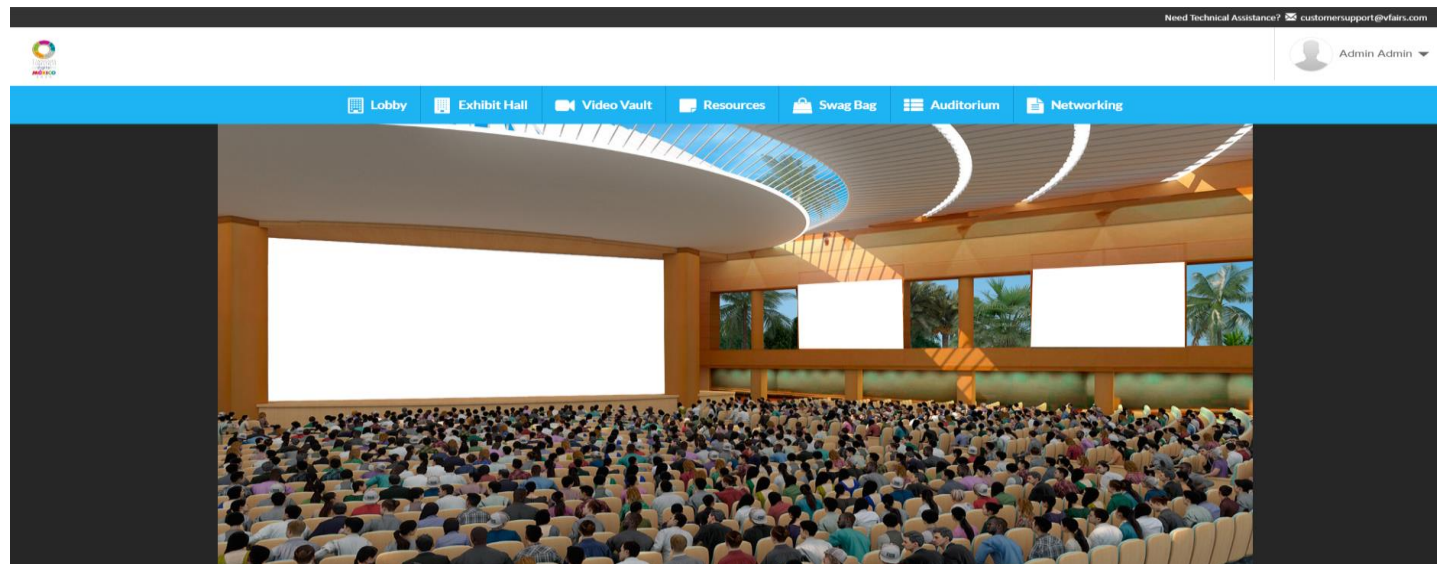
The **audio** and **video** call icons appear in the upper right corner; click to start interacting.

Auditorium

Enter the **Auditorium** to enjoy our program of Conference and Seminars.

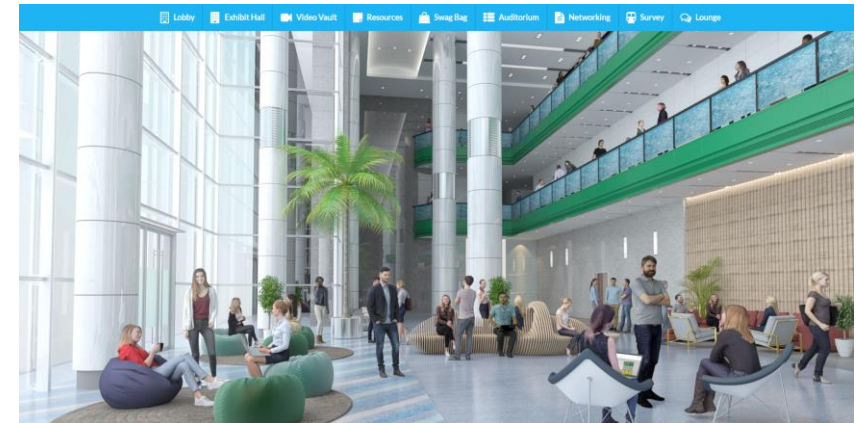
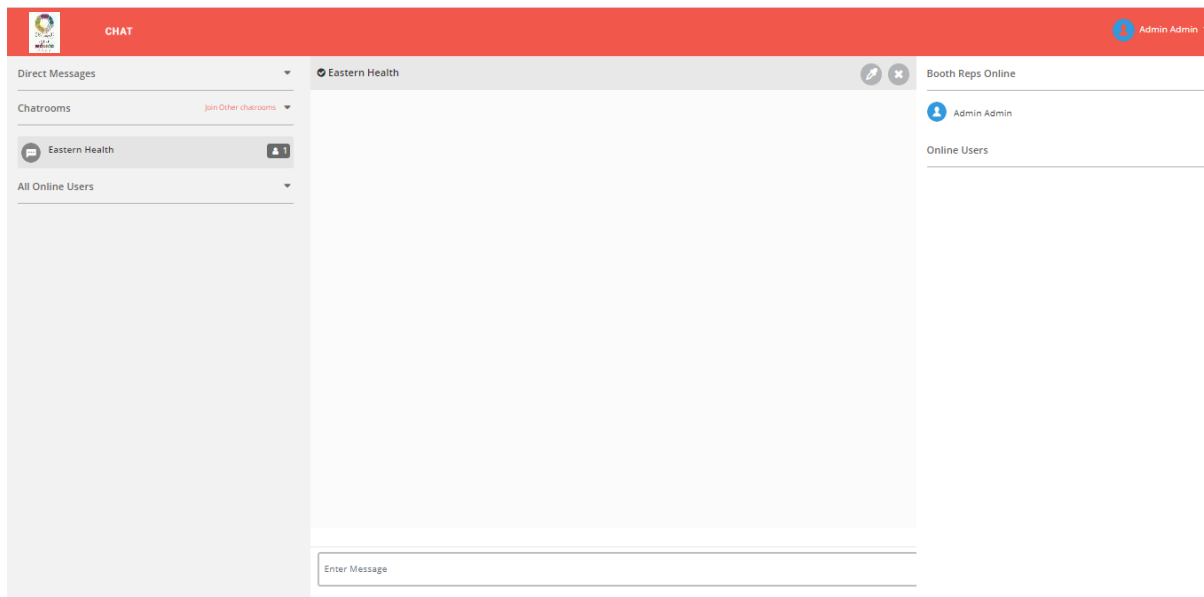
You can check the program in the Navigation bar, in the lobby and/or directly in the auditorium.

Once inside the auditorium, click on the screen to access the conference and seminar program; when it is time for the conference or seminar of your interest, click on the “**Join**” button. You can access the simultaneous translation English/Spanish or Spanish/English by clicking on the icon  that appears on the screen.



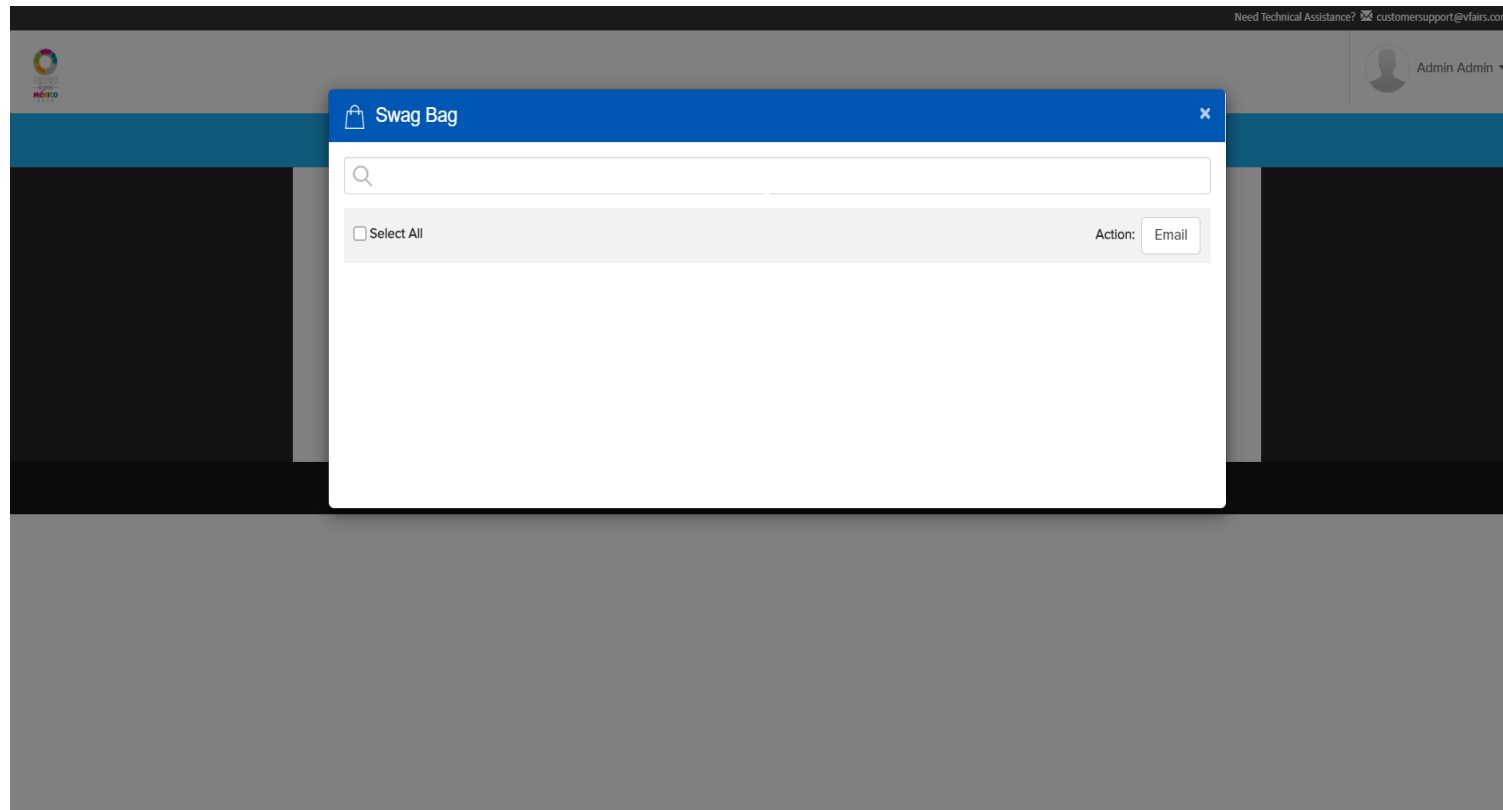
Networking Lounge

Interact with all the attendees of the Digital Tianguis Turistico 2021 inside the Networking Lounge. Click on the “**Networking Chat**” button to access the public chat group of the event where you can talk with everyone present in that lounge.



Swag bag

On the Navigation bar, there is a "Swag Bag" button that will enable you to download all the brochures, documents and videos that the different Exhibitors will have posted there for later consultation.





SCHEDULED APPOINTMENTS




Scheduled Appointments

Prior the event:


1. You have until March 15th to submit your request for your Business Appointments
2. On March 19th you will receive your appointment schedule; print it and have it on hand or save it on your computer desk

During the event:

1. Enter the platform
 2. Business appointments will be carried out in the booths of each of the Mexico Magical Towns from 9:30 AM to 5:00 PM through the "Private Chat" or Video-Conference
 3. Please be on time for each of your appointments; you will have 10 minutes between each appointment
- 



For more information and/or support, contact the Buyers Team:

- Salvador Bedolla sbedolla@cie.com.mx / tel: +52 (55) 5201-9000 ext. 4153
 - Adriana Rugerio arugerio@cie.com.mx / tel: +52 (55) 5201-9000 ext. 4154
 - Maribel Morales bmmorales@cie.com.mx / tel: +52 (55) 5201-9000 ext. 4158
 - Ghyslaine Richaud grichaud@cie.com.mx / tel: +52 (55) 5412-8250
- 
- 