SERVICES PRESENTATION · B2B MARKETING CONSULTING

UP & AHEAD Labs

One point of contact and one method.

From Monterrey, for manufacturers and brands that sell in Mexico.

We translate technical spec sheets and run turnkey exhibit programs. We build sales reports and B2B websites for Google and for AI assistants. We also run AI pilots and audit marketing strategies. We work with companies in Mexico and the United States.

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UP & AHEAD
LABS

WHO WE SERVE

Manufacturers and brands that sell in Mexico

> **A single point of contact leads the project. You approve the plan and the budget before we start.**

Manufacturers, dealers and distributors of commercial refrigeration, cooking and HVAC equipment that sell in Mexico. Their original documents are in English.

U.S. brands that exhibit in Mexico or Latin America without a local team.

Companies in Mexico that exhibit in another city or country.

Sales directors and owners of midsize companies whose data is spread across the ERP system, Excel and PDF.

We work in English and in Spanish, from Monterrey.

THE PROBLEM

Four problems with buying marketing in pieces

Each problem has a different firm. No one answers for the result.

Catalog

“My spec sheets and manuals are in English.”

If I translate only the text, someone has to rebuild the layout. Also, each document may use different terms.

Technical translation solves this.

Trade shows

“The show takes our time, and we do not know its cost.”

There are contracts, freight, electrical service, housing and booth staff, almost always in another city or country. My team loses time on logistics.

Turnkey exhibit programs solve this.

Data

“Each department brings a different number.”

Building the report by hand takes time, and nobody fully trusts the number. The data sits in the ERP system, in Excel sheets and in PDF reports.

Sales dashboards and reporting solve this.

Search

“My buyer asks AI, and I do not appear.”

My buyer searches on Google and also asks ChatGPT, Claude or Perplexity. Google shows an AI Overview before the links, and people click fewer links [1]. Without clear facts and cited sources, my website does not appear in either one.

A B2B website with SEO solves this.

When a different firm handles each piece, the messages do not match.

Sources: [1].

OUR POINT OF VIEW

Marketing in separate pieces cannot be measured

> **With a single point of contact and one method, each piece connects to the next and you can measure it.**

Each firm sees only its part. One agency builds the website, another runs the ads and another manages the trade show program. No one connects the data.

People count posts and visits. No one measures who asks or who buys.

The strategy does not match the operation. The written plan and the daily work go in different directions.

Our method joins the pieces. Each phase ends with a clear deliverable. Each piece has a report of what was measured.

Two systems with the same six phases. The digital system covers brand, website and AI, content, ads and reports. The trade show and promotion system covers calendar, booth, promotion, show and closeout.

The leads from each trade show go to your sales team.

ENTER MEXICO

Seven things change when you sell in Mexico

Each row says what changes and what we do.

Topic	What changes in Mexico	What we do
Sales language	Your buyer searches, asks and buys in Spanish.	Catalog, website and messages in Spanish, with the terms your brand already uses.
Labels and instructions	NOM-050 and NOM-024, two Mexican Official Standards (NOMs), require commercial information in Spanish when they apply [2][3].	We translate your manuals and instructions into Spanish.
Customs	Customs checks the NOMs listed in Annex 26 of the General Foreign Trade Rules [4]. It can hold goods that have no compliant label [5].	We coordinate with your Mexican customs broker (agente aduanal), starting in the Plan phase.
Units	Product information uses metric units.	We convert inches, pounds and °F to mm, kg and °C. In product images, capacity is in liters.
Invoicing	Companies invoice with a CFDI (Mexico's mandatory electronic invoice, regulated by the tax authority, SAT).	Your sales dashboards read the invoice exports from your system, as they come.
Trade shows	Each venue has its own rules for installation and dismantle (I&D), electrical service and show services.	A single point of contact coordinates everything with the venue. You sign the contracts.
AI search	In Mexico, 66% of users use AI chat assistants [6].	Your website gives clear facts with sources.

The official check of the label comes from the accredited verification unit (UVA) that you choose. Updated: October 2026.

Sources: [2], [3], [4], [5], [6].

THE SIX SERVICES

Six services, and you hire only the one you lack

01 · Technical translation

Your catalog in Spanish, in the layout of the original.

Spec sheets in the original layout, with the same terms in all your documents.

For manufacturers, dealers and distributors that sell equipment in Mexico, with original documents in English.

02 · Turnkey exhibit programs

Come to the show only to sell.

One point of contact solves the logistics before and during the show. After the show, your sales team receives the lead data.

For brands that exhibit in Mexico or Latin America without a local team.

03 · Sales dashboards and reporting

Every figure ties to its source.

One number for each key performance indicator (KPI), with its written rule. Each report refreshes from the new export, and nobody rebuilds it by hand.

For sales directors and owners of midsize companies whose data sits in an ERP system, Excel sheets and PDF reports.

04 · B2B website with SEO and AI search visibility

Let your buyer find you, wherever they ask.

Each month you see which searches go up or down against the baseline. You also see whether you appear in AI answers. No ranking promises.

For B2B companies whose buyer researches before calling.

05 · Applied AI

An AI pilot on a real task.

Before we start, we write the pilot goal and how we measure it with you. At the end you decide if the pilot continues, changes or stops.

For companies with repetitive tasks in documents, quotes or reports.

06 · Marketing strategy audit

We tell you what your strategy lacks before you produce.

A document with what already works, what is missing and how to complete it. Each fact has its source.

For companies that already have a strategy and are about to produce or launch.

SERVICES IN DETAIL

What we do in translation and trade shows

Each service has four parts. They are the problem, what we do, what we deliver and the proof.

01 · Technical translation

Your catalog in Spanish, in the layout of the original.

Problem. Your spec sheets and manuals are in English. If you translate only the text, someone has to rebuild the layout. Each document may use different terms, and the measurements stay in inches and °F.

What we do. We start from the terms your brand already uses. We translate each document in the layout of the original. Our own system checks text, units and layout on every sheet. A person reviews samples of each product line. Sheets for an urgent order get a line-by-line review before delivery. You review the sheets, and each correction goes into the glossary for the next sheets.

Deliverables. Spec sheets and manuals in Spanish in the original layout, ready to print or to upload to your website. The Spanish text is fitted to the space, and body text never goes below 80% of the English size. An approved glossary for your brand. Measurements converted from inches, pounds and °F to mm, kg and °C. You receive the sheets by product line.

Proof: the Turbo Air México spec sheets are already in use for sales. Urgent client orders were delivered on time, after a line-by-line review. Done as the brand's in-house marketing team.

02 · Turnkey exhibit programs

Come to the show only to sell.

Problem. Exhibiting means contracts, freight, electrical service, housing and booth staff, almost always in another city or country. Logistics takes time away from your team. In the end, it is hard to know what the show cost and which leads it brought.

What we do. You choose the show. We set the goal with you and build the critical path and the budget. A single point of contact coordinates the Mexico or Latin America side, in Spanish and in English. We review the exhibit design in 3D before construction. You sign the contracts, and you are copied on every email.

Deliverables. We coordinate contracts, show services, freight, electrical service, housing, and installation and dismantle (I&D). We coordinate your booth team on site. Leads captured with the venue's badge scanner. About one week after the show, your sales team receives the lead data. Your team does the follow-up. At the end, the final cost reconciliation, line by line, with each invoice.

Proof: Turbo Air México trade shows in Mexico, Colombia, Costa Rica, the United States and Peru. Done as the brand's in-house marketing team.

SERVICES IN DETAIL

Sales dashboards and the B2B website in detail

03 · Sales dashboards and reporting

Every figure ties to its source.

Problem. Building a report by hand takes time, and each department may bring a different figure. Buying a business intelligence platform does not solve the problem if the source data stays messy.

What we do. We take the exports you already pull from your system, in Excel or PDF. We organize the data and list every correction. We never change a source figure. We flag it. We write the calculation rule before the first run. We build the dashboards and reconcile them against your source. Then we refine the KPIs with you.

Deliverables. Dashboards for sales, accounts receivable (AR), inventory and orders. Sales and receivables in Spanish and English. A written KPI definition for each metric. Each dashboard ties to your source to the cent where the source ties. Where it does not, the difference is flagged on the dashboard and in an inconsistency report. A data refresh each time new data arrives.

Proof: the Turbo Air México reporting program refreshes from each new export. It flags each difference with the source. Done as the brand's in-house marketing team.

04 · B2B website with SEO and AI search visibility

Let your buyer find you, wherever they ask.

Problem. Your buyer also asks ChatGPT, Claude or Perplexity. Google shows an AI Overview before the links [1]. If your website has no clear facts with cited sources, it may appear on neither side.

What we do. We start with an SEO and AI search audit that sets your baseline. The audit reviews the following.
· **Security:** HTTPS and security headers.
· **Crawling and indexing:** whether Google finds and stores your pages, in Spanish and in English.
· **Structured data** that Google reads, and **accessibility**: contrast and alt text.
· **Reading by AI assistants:** whether AI crawlers read your text when JavaScript does not run [7].
· **Current visibility:** your searches against your main competitors, and what AI assistants say about you.
· **Measurement:** whether your website measures visits and quote requests.
With this baseline, we build the website from your official spec sheets and check the data before publication.

Deliverables. The audit report, with each finding, its priority and what to fix. A clear website for buyers, with spec sheets and a quote button. Measurement ready: quote requests and visits. Monthly SEO for Google. Each month we report whether you appear in AI answers to your buyer's questions. The High band adds off-site presence in directories, reviews and trade press.

Proof: the Turbo Air México website, with its whole catalog in Spanish, is in review before publication. Done as the brand's in-house marketing team.

Sources: [1], [7].

SERVICES IN DETAIL

The AI pilot and the strategy audit in detail

05 · Applied AI

An AI pilot on a real task.

Problem. Many AI pilots stall at the proof-of-concept stage. Nobody wrote down the goal, and the system never reached the real work of the team. Also, many teams do not want to upload confidential documents to an outside service.

What we do. We build a pilot on a real task of your team, with your own documents. Before we start, we write the pilot goal and how we measure it with you. At the end you decide if the pilot continues, changes or stops.

Deliverables. A pilot on a real task, with your own documents. The goal, written before we start, and the measured result against it. The model can run on local hardware. Installation at your company is quoted separately. Written operating rules and training for the people who will use it.

Proof: a system that already works at Turbo Air México translates and checks spec sheets on local hardware. We also produced a trade show ad with AI. Done as the brand's in-house marketing team.

06 · Marketing strategy audit

We tell you what your strategy lacks before you produce.

Problem. You received a strategy, or you are about to launch, or your strategy and your concept no longer match. You do not know if the plan measures anything or only counts posts.

What we do. We read your strategy next to your concept, your brief and your research. We draw a map of the strategy as it stands. We match each persona with the channel that serves it and what to measure. We propose the final structure and redraw the map.

Deliverables. A six-part document. It has the map of today, findings, missing information, personas and channels, proposed structure and complete map. Each fact has its source.

Proof: the audit of a restaurant launch with a good idea that could not be measured. The document added goals for each launch stage and a channel for each persona.

THE METHOD

Six phases, and each one uses the last deliverable

Each phase has one deliverable and one decision for you.

1 Discovery

- We research your market, your competition and your data. We separate facts from opinions.
- **Deliverable:** confirmed facts and a list of messages.
- **In the services:** marketing strategy audit, SEO and AI search audit, translation glossary and reporting data.

+ You decide: which facts we confirm before we move on.

2 Plan

- We choose the pieces that fit the stage of your business.
- **Deliverable:** the approved plan, with its budget.
- **In the services:** trade show critical path, dates for each project and the written goal of the AI pilot.

+ You decide: you approve the plan and the budget.

3 Implementation

- We build brand, website, content, translation, booth or systems. We check the quality of each piece.
- **Deliverable:** everything ready to release.
- **In the services:** translated spec sheets, booth, website, dashboards and AI pilot.

+ You decide: you approve each piece.

4 Launch

- We publish the website, start the ads and the promotion, and open the booth at the show.
- **Deliverable:** live channels.
- **In the services:** published website, open show, active ads and dashboards in use.

+ You decide: you authorize release to each channel.

5 Measurement

- We measure each stage: who finds you, who asks and who buys.
- **Deliverable:** a report of what was measured for each piece.
- **In the services:** leads for each show, monthly SEO report and the pilot result against the goal.

+ You decide: what we adjust with the data.

6 Closeout

- We compare goals against results, reconcile the final costs and write the conclusion.
- **Deliverable:** a closeout report and the next plan.
- **In the services:** final cost reconciliation of the show and the decision on the pilot: continue, change or stop.

+ You decide: the next plan.

Evidence of each project. Each project opens a Project Journal (an IPMA-standard project log) on the first day. IPMA is the International Project Management Association. The journal sets the scope, exclusions, roles, deliverables, schedule and lessons learned. This way, each phase leaves dated evidence. The same method runs in digital work and in trade shows and promotion.

CASE 1 · TRADE SHOWS

Turbo Air México trade shows in five countries

Abastur 2026 ran from August 26 to 28. Turbo Air México needed a 90 m² booth (about 970 sq ft) with working equipment. It also needed special electrical service and housing for its team. We coordinated the space contract, the exhibit builder, electrical service, freight and housing.



Mexico · Abastur 2025, Mexico City. A 90 m² booth (about 970 sq ft) shared with Alto-Shaam, with working equipment on display.



Mexico · ExpHotel 2026, Cancún. One booth design for the shows of the year, planned for reuse.



Colombia · Alimentec 2024, Bogotá. A 45 m² booth (about 480 sq ft), with freight, customs and exhibitor badges coordinated from Mexico.



Costa Rica · Expohore 2024, San José. An 18 m² booth (about 190 sq ft), rented turnkey from a local exhibit house.



Peru · Gastromaq 2025. A 24 m² booth (about 260 sq ft) designed with a 3D rendering. Seven pieces of equipment went to the port of Callao.



United States · Food & Hospitality LATAM 2024, Miami Beach. A 75 m² booth (about 810 sq ft).

The booth was reviewed in 3D before construction. At the end we built the shared cost report with Alto-Shaam. Done as the brand's in-house marketing team.

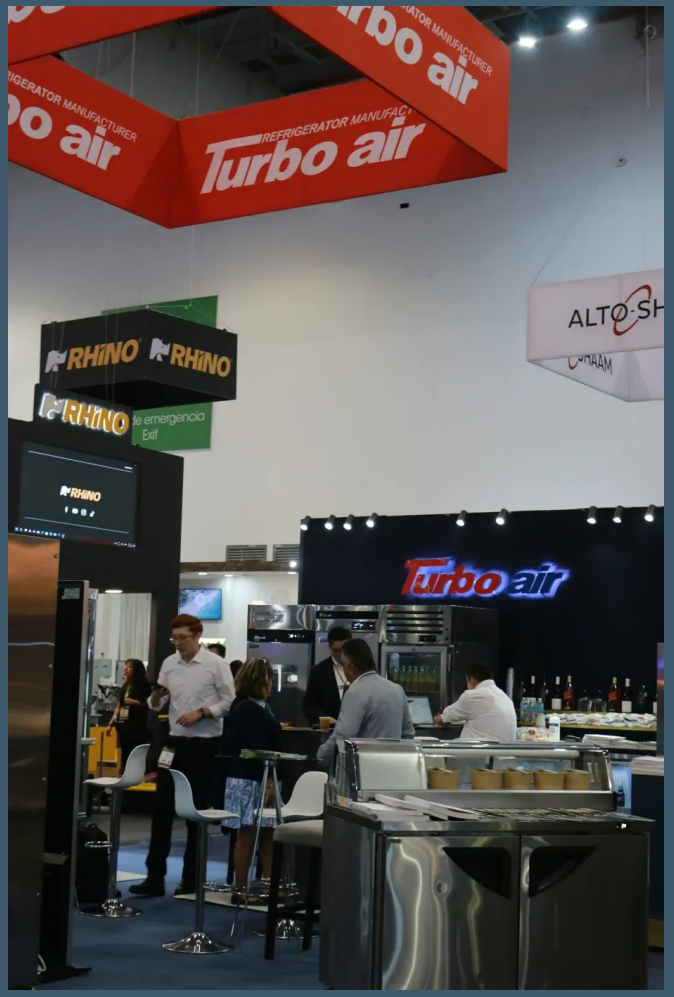
CASE 2 · U.S. BRAND IN MEXICO

Alto-Shaam shares a booth and cooks live

Alto-Shaam is a U.S. foodservice equipment brand. It shared a booth with Turbo Air México in 2024 and at Abastur 2025. With us, a U.S. brand gets a single point of contact in Mexico, in English and in Spanish.



Shared booth, 2024. Live cooking demos in the booth.



The booth at the show, with working equipment on display.

Done as the brand's in-house marketing team. The brand is Turbo Air México. Alto-Shaam is a partner brand.

CASE 3 · BRAND AND WEBSITE

Full brand and website for Corral HVAC Solutions

Corral HVAC Solutions is a heating, ventilation and air conditioning (HVAC) company in Mexico.
What we did, from strategy to website.
· Brand naming, competitor benchmark and brand guidelines.
· Strategy and messaging framework.
· Wireframes for each page and a multipage website.
What the images show. Pages of the brand guidelines: the logo in two versions and its applications on a van, uniforms and cards.



Logo applications on a van, uniforms and cards.



Institutional logo, in its two versions.

A single team led the brand and the website, from strategy to build.

TEAM AND ENGAGEMENT MODELS

A single point of contact, four engagement models

Andrés García is the founder and director of UP & AHEAD Labs. He is a marketer and marketing technologist in Monterrey. He has led marketing at Turbo Air México since 2023 and has taught at CEDIM since 2022. He builds systems that connect marketing, trade shows, data and artificial intelligence. He holds the Project Management Skills certification, with PMI and IPMA standards, from Tecnológico de Monterrey.

Model 1

Audit first

We review your strategy before you produce.

Included: a read of your strategy against your own documents, and a six-part document with sources.

Billed separately: the production, launch and paid media that follow.

Model 2

Fixed-scope project

Deliverables and dates in writing.

Included: what we fix when we quote. For example, a website, a first dashboard, a batch of spec sheets or a trade show.

Billed separately: the booth space fee.

Model 3

Fixed-scope pilot

We write the goal with you before we start. At the end, you decide if it continues.

Included: a pilot on a real task with your documents, and its result against the goal.

Billed separately: AI model usage fees, based on usage.

Model 4

Monthly retainer

We measure and fix each month.

Included: monthly SEO work with a report against the baseline, and the refresh of your dashboards.

Billed separately: new dashboards, by month or as a project fee.

The fees for each model go in the written proposal, with the scope and the timeline.

NEXT STEP

Book a short call

> **After the call you get a written proposal with scope, timeline and fees.**

WhatsApp: +52 81 8200 6888. Write to us and we book the call.

LinkedIn: linkedin.com/in/xelrojo

Instagram: @xelrojo

On the call. You tell us what you need and by when. We tell you which service to start with.

To quote, bring what applies to your case. Sample spec sheets for translation. The name and date of your show, and the booth size. An export from your system for reporting. The address of your website and your main competitors for SEO. One task and real examples of that task for AI. Your strategy, your concept and your launch date for the audit.

References

APA 7 format. We consulted the web sources in October 2026. The case studies, the services and the engagement models come from the project records of UP & AHEAD Labs.

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