Ticketopolis Establishes U.S. Headquarters in McAllen, Texas

The Monterrey-founded event technology company becomes the first business to successfully complete McAllen's Soft-Landing Pilot Program.



McAllen Mayor, Javier Villalobos, with Blanca Guerra and Fernando Medellín, founders of Ticketopolis

MCALLEN, TX, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Ticketopolis, a Mexican event technology and ticketing company founded in Monterrey, Nuevo León, has officially established its U.S. headquarters in McAllen, Texas, marking a new chapter in the company's international expansion.

Ticketopolis' entry into the U.S. market follows its successful completion of the City of McAllen's Soft-Landing Pilot Program, an initiative designed to help international companies establish operations and expand into the United States. Ticketopolis became the first company to successfully complete the program.

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>
> *Fernando Medellín*

The company celebrated the milestone on August 26 with an official presentation ceremony in McAllen, bringing together representatives from the City of McAllen, the McAllen Chamber of Commerce, World Trade Center Monterrey, local business leaders and members of the community.

"McAllen has something very special. It's a city where two countries and two cultures come together every day, where entrepreneurs, businesses, families and ideas cross and create new opportunities," said Fernando Medellín, CEO of Ticketopolis. "For a company born in Monterrey and beginning a new stage of growth in the United States, we found in McAllen the ideal place to build that bridge."

McAllen Mayor Javier Villalobos also highlighted Ticketopolis as an example of what can be achieved when international companies are connected with the right resources and partnerships.

“Ticketopolis’ success shows what is possible when international businesses have access to the right resources and partnerships,” said Javier Villalobos, Mayor of McAllen. “Through initiatives like McAllen Means Business, we are continuing to create those connections and open the door for more businesses to trust McAllen”.



City of McAllen officials and business leaders during the official launch of Ticketopolis in McAllen, Texas.


McAllen Mayor addresses city officials, business leaders and community representatives during the official launch of Ticketopolis in McAllen, Texas.

From Monterrey, Mexico to the U.S. Market
Founded in Monterrey in 2014, Ticketopolis has developed an event technology platform that enables organizers to create, manage and sell tickets for concerts, festivals, conferences, sporting events and other live and virtual experiences.

Since its founding, the platform has supported more than 11,000 events, issued more than one million tickets and processed more than $20 million in transactions.

McAllen’s geographic location, binational economy and close business and cultural ties with northern Mexico played an important role in the company’s decision to establish its U.S. headquarters in the city.

Through the Soft-Landing Pilot Program and collaboration with local organizations, Ticketopolis was able to navigate key aspects of establishing U.S. operations while becoming connected with McAllen’s business community.

Technology Designed to Reduce Barriers
Over more than a decade in Mexico, Ticketopolis has developed its technology around the

realities of a diverse market, where not every consumer relies on traditional credit cards or conventional digital payment methods.

Beyond credit and debit cards, Ticketopolis enables event organizers to offer alternative payment options, including cash payments at convenience stores and credit through one of Mexico's largest department store networks, whose credit model serves a significant segment of consumers outside traditional banking channels.

Ticketopolis applies the same philosophy to ticket delivery. Attendees do not need to download a dedicated Ticketopolis app to access their tickets. Instead, tickets can be delivered directly through WhatsApp, SMS, or added to Apple Wallet and Google Wallet, allowing attendees to use tools already available on their phones.

This approach reflects a broader philosophy behind Ticketopolis' technology: reducing barriers between people and the experiences they want to attend.

As Ticketopolis enters the U.S. market, the company sees its experience serving diverse audiences in Mexico as particularly relevant to multicultural and cross-border communities.

With its U.S. headquarters now established in McAllen, Texas, Ticketopolis is beginning a new stage of international expansion, bringing more than a decade of technology and experience developed in Mexico to event organizers and organizations across the United States.
For more information, visit Ticketopolis.com.

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