CUMBREDE INNOVACION TECNOLÓGICA PARA LA INDUSTRIA

PLÁSTICA

2023

TECHNOLOGICAL INNOVATION SUMMIT FOR THE PLASTIC INDUSTRY IN LATIN AMERICA

New developments to improve productivity, sustainability and energy efficiency in the plastics industry.

JULY 12th & 13th

Organize

Invites

Created by











TECHNOLOGICAL INNOVATION SUMMIT

FOR THE PLASTIC INDUSTRY IN LATIN AMERICA

A meeting that brings together suppliers and industry leaders, where they will share experiences, technological innovations and better practices that can help companies in the region to be more competitive, efficient and profitable in plastics processing.

ATTENDEES

Qualified audience from the main sectors of the industry.

- Recycling and sustainability
- Injection
- Materials
- Packaging market
- Extrusion
- ▼ Blow molding
- Molds and tools
- Medical market
- Automotive market
- Thermoforming





ATTENDEEPROFILE

This event is aimed at decision makers from all sectors of plastic transformation.

- Corporate Management
- Operating Staff
- Administrative / Commercial
- Management
- Operations management
- Teacher
- Consultant
- Quality and Innovation Control
- Others*

*Others: Director, CEO, Environmental Specialist, Commercial Researcher, Lawyer, Accountant, Builder, Distributor, Chemical Auditor, Ecologist, Supplier, Physician, Geologist, Epidemiologist, Environmental Awareness, Biochemist, Biologist.

OUR PROMISE

The event is a unique opportunity for technological updating and training for companies from all sectors of plastics transformation. Through talks that show real innovation for the sector, it is a singular occasion for companies to discover new market possibilities, technologies that allow them to be more profitable or solve current problems in their plants, and innovations in designs and materials, which guarantee its environmental sustainability and its relevance in the market.



OUR AGENDA

New developments to improve productivity, sustainability and energy efficiency in the plastic industry.

DAY 1

ENERGY EFFICIENCY AND CLIMATE PROTECTION

Solutions to improve productivity, reduce production costs and mitigate climate impact.

- Automation
- 4.0 Industry
- Energy reduction solutions for primary processing equipment and auxiliary equipment
- Control and monitoring of the quality of the parts

DAY 2

CIRCULAR ECONOMY

Solutions to improve the recyclability of plastics

- Innovations in size reduction equipment
- Ecodesign of plastic containers
- Additives and materials to improve recyclability
- Best practices in circular packaging

PARTICIPATE IN OUR EVENT AS SPONSOR



CUMBRE DE INNOVACION

TECNOLÓGICA PARA LA INDUSTRIA

PLÁSTICA

2023



BENEFITS FOR PARTICIPATING IN THE TECHNOLOGICAL INNOVATION

SUMMIT FOR THE PLASTIC INDUSTRY IN LATIN AMERICA



100% digital training event, without geographical limits or capacity restrictions.



Secure, stable transmission and suitable for any type of device, which guarantees a great experience.



Profitable and measurable investment in times of budget restrictions. (Save stand production costs, activations, sales material, among others).



Positioning of your brand as an ally and promoter of economic reactivation in Latin America for 6 months.



We reach decision makers and purchasing influencers in the industry and deliver the list of registered.

WHAT AND HOW?

CUMBRE DE INNOVACION

PLÁSTICA

TECNOLÓGICA PARA LA INDUSTRIA

2023

STRATEGY OF

DIFFUSION

- **38 years** connecting the plastics industry.
- Our ecosystem of print and digital media and specialized events allows national and multinational companies to generate effective business connections

between +384,600 qualified professionals.



+141,600

Decision makers and purchase influencers. Tecnología del Plástico

+129,600 **+**113,400

Decision makers and purchase influencers. El Empaque

Decision makers and purchase influencers.

> Manufactura Latam

HOW WAS IT IN 2022?



PLÁSTICA

2023

EVENT SPONSORS

We thank all our sponsors and allies for being part of this event!

OFFICIAL SPONSOR

SPONSORS





CO-SPONSORS







SUPPORT











ALLIED BRANDS











This is how it was in 2022.



+2,180Registered



+1,680
Purchase decision makers



+1,300Managers and directors

^{*} Data taken from the event registration form.

EVENT STREAMING

OVERALL CONNECTIVITY

Among the countries with a presence at the event is the United States, with 43% of the attendees, followed by Colombia with 14%.

TOTAL



+640 Viewers

4h30min
Streaming



DAY 1



+490 Viewers

2h30min Duration of the event



DAY 2



+140 Viewers

2 hours Duration

of the event

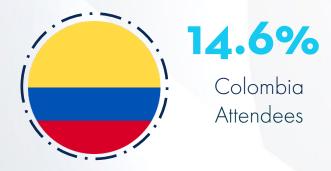


*Note: This is how it was in 2022, the number of viewers will continue to increase, due to post-event promotion.

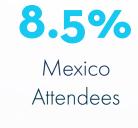


TOP OF ATTENDING COUNTRIES

This is how it was in 2022













73.1% Other*

Attendees

^{*} Other countries: United States, Ecuador, Canada, France, El Salvador, Netherlands, Argentina, United Kingdom, Guatemala, Chile, Bolivia, Switzerland, Austria, Panama, Japan, Spain, Singapore, Dominican Republic, Honduras, Taiwan, Paraguay, Costa Rica, Uruguay, Brazil, Finland.

EMAIL MARKETING

This is how it was in 2022



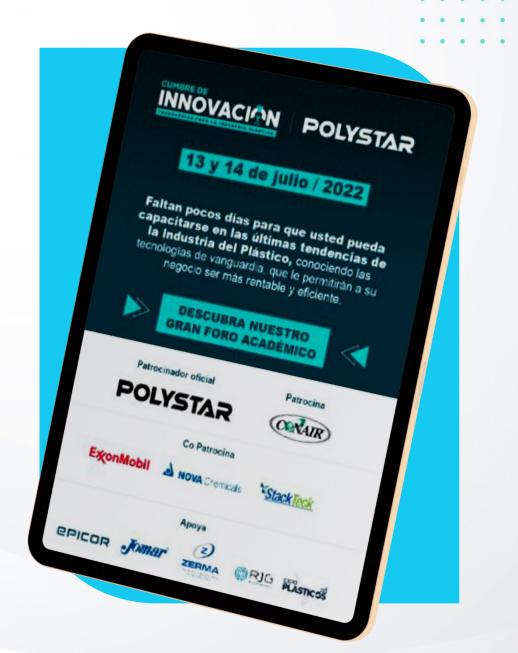
24% Average open rate



+1,830Number of clicks



14% Average CTR







DISPLAY

- **2** event days (July 12th 13th)
- Specialized and dedicated platform for the event:
 - Logo of the sponsoring brands on the home page.
 - Participation throughout the hole promotional campaign for the event.
 - Mention of the brands on the event day.
 - Brands logo during the participation of the event.
 - Commercial exhibition within the event platform with branded space for each of the sponsoring brands.

DISPLAY

This is how it was in 2022



+263,830

Impressions



+620

Number of clicks



0.34%

Average CTR







PRINTED

+48,100

Total Copies



+19,300

Copies of Tecnología del Plástico magazine



+22,800

Copies of El Empaque magazine



+6,000

Copies of Manufactura Latam magazine

PACKAGES

V V V

CUMBREDE INNOVACIÓN TECNOLÓGICA PARA LA INDUSTRIA

PLÁSTICA

2023

PREMIUM SPONSOR

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PRE EVENT	DURANTE		PORT EVENTO	
Co-branding of the brand with the event	Co-branding of the brand with the event		Co-branding of the brand with the event	
Logo on the event logo sheet as a premium sponsor	Inclusion of commercial capsules provided by client 2 times per day		Database of registered to the event	
Display in the event home	Mention and thanks to the Premium Sponsor by the host during the broadcast of the event.		Printed magazine: 1 Page of advertorial or advertisement, sent by the advertiser	
Branded section in the home of the event with redirection to the commercial sample				
Premium Sponsor category logo throughout the promotional campaign and announcement for the event. (Social Media, Email marketing, newsletters, banners)			Logo present in attendance certificate (virtual)	
SHOWROOM LITE	LEAD PROFILING CAMPAIGN: Meta Ads Campaign (Facebook and Instagram)x2, Email Marketing Campaignx2 Commercial information (SNM)X1, Pop up banner x5 daysX1 Premium banner newsletter head lineX2			
EVENTS CLIENT INVESTMENT	\$7.500	SPA	CES AVAILABLE	1

PRE EVENT	DURING	POST EVENT	
Logo on the event logo sheet as a platinum sponsor	Inclusion of commercial capsules provided by client 2 times per day	Database of registered to the event	
Display in the event home	Mention and thanks to the Platinum Sponsor by the host during the broadcast of the event.	Printed magazine: ½ vertical page	
Branded section in the home of the event with redirection to the commercial sample			
Platinum Sponsor category logo throughout the promotional campaign and announcement for the event. (Social Media, Email marketing, newsletters, banners)		Logo present in attendance certificate (virtual)	
SHOWROOM LITE	LEAD PROFILING CAMPAIGN: Meta Ads Campaign (Facebook and Instagram)x2, Email Marketing Campaignx2 Commercial information (SNM)X1, Pop up banner x5 daysX1 Premium banner newsletter head lineX2		

EVENTS CLIENT INVESTMENT

\$5.500

PLATINUM SPONSOR



GOLD SPONSOR



PRE EVENT

DURING

POST EVENT

Logo on the event logo sheet as a official sponsor

Capsule during the event
- One on the day of
broadcasting of your choice

Database of registered to the event (60% of the database total)

Printed magazine: 1/2 vertical page

Logo Co-sponsor category, throughout the promotional campaign and call for the event. (Social media, Email marketing, newsletters, banners)

SHOWROOM LITE

EVENTS CLIENT INVESTMENT

\$4.400



PLÁSTICA

-2023-

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