



EVOLUTION OF
MANUFACTURING
LATAM / 2023

September 4th to 8th 2023

VIRTUAL EVENT

Organize

Invite

Created by

Before:
REPORTERO
INDUSTRIAL.COM

Now:
MANUFACTURALATAM.COM

METALMECANICA.COM

AXIOMA B2B
MARKETING



About the
EVENT

The event that brings together global leaders on the most important issues of the manufacturing sector has arrived. Be part of a complete academic program that will host conferences, conversations and success stories illustrating innovations and best practices in the topics of automation, energy efficiency, maintenance, logistics and industry 4.0.

OUR **ATTENDEES**

Qualified audience from the main sectors of the industry.

- business and industry
- Food and beverage, plastic, rubber, mining and oil, chemical petrochemical, textile and leather industries.
- Manufacture of metallic, electrical and electronic products, machinery, construction materials.

ATTENDEES PROFILE

This event is aimed at decision makers from all sectors of the industry.

- Manufacturing Workforce, Engineering, Quality Production
Operations Manager, Corporate, Administrative, Commercial Projects
- Maintenance, Production, Quality, Plant, Research and Development



OUR PROMISE

The event is a unique opportunity for technological updating and training for companies in the manufacturing industry. 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 to solve current problems in their plants, and innovations in designs and materials that guarantee its environmental sustainability and its relevance in the market.



1,400

Qualified Audience Record
Purchase decision makers



1,000

Attendees during
the two days



OUR **AGENDA**

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

TOPICS

- **Sustainability**
- **Energy efficiency and Decarbonization**
- **Digitization**
- **Automation**
- **Logistics and Material Handling**

PARTICIPATE
IN OUR EVENT
AS SPONSOR



E V O L U T I O N O F
MANUFACTURING
L A T A M / 2 0 2 3

BENEFITS FOR PARTICIPATING IN EVOLUTION MANUFACTURING LATAM

LATIN AMERICAN VIRTUAL EVENT



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



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



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



Positioning of your brand as an ally and promoter of economic recovery in Latin America.



We reach decision makers and purchase influencers in the industry.

WHAT AND
HOW?



E V O L U T I O N O F
MANUFACTURING
L A T A M / 2 0 2 3



STRATEGY OF

— DIFFUSION

- **78 years** connecting the metalmechanic industry.
 - Our ecosystem of print and digital media and specialized events allows national and multinational companies to generate effective business connections
- between +127,250** qualified professionals.

HOW DID WE DO IN
2022?



E V O L U T I O N O F
MANUFACTURING
L A T A M / 2 0 2 3

EVENT SPONSORS

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

OFFICIAL SPONSOR



SPONSORS



CO-SPONSORS



SUPPORT



CRYOGAS



STATISTICS OF **REGISTERED USERS**

This is how we did in 2022



+1,400
Registered



78%
Purchase decision makers



55%
Managers and directors

Note: Some of the results of decision makers are inferred according to the level of the position.

**Data taken from the event registration form.*

EVENT STREAMING

OVERALL CONNECTIVITY 

Among the countries with a presence at the event is Colombia, with 27.5% of attendees, followed by Mexico with 18.1%.



+650
Attendees



5 hours
Streaming

TOP OF ATTENDEES COUNTRIES



27,5%
Colombia



18,1%
Mexico



14,4%
Venezuela



8,4%
USA



6,1%
Peru



25,2%
Others*

**Other countries: United States, Ecuador, Argentina, Chile, Costa Rica, Brazil, Canada, El Salvador, Spain, Venezuela, Panama, Germany, Uruguay, Bolivia, Dominican Republic, Honduras and Switzerland.*

PACKAGES



E V O L U T I O N O F
MANUFACTURING
L A T A M / 2 0 2 3

OFFICIAL SPONSOR



DURING THE EVENT

- **2 video capsules of 30 sec.** They will be broadcast at different times of the day of the event.
- **Co-branding of the brand** with the event.
- **Mention and thanks to the Official Sponsor** by the host during the transmission of the event.
- **Branded section in the home of the event** with redirection to the commercial sample.
- **Official Sponsor Logo** throughout the promotional campaign and call for the event. (RRSS, Email marketing, newsletters, banners).
- **Logo on the event logo** sheet as official sponsor.
- **Brand showroom** x 12 months.
- **Database** of registered to the event.

PRINTED

- Interview with a representative of the sponsoring brand
 - **Print:** (Editorial article of 1 page virtual magazine)
 - **Digital:** Publishing on portal.com
- Double page notice in the printed magazine of Manufacturing LATAM

DIGITAL

- Social Media Campaign x 15 days
- Banner Onsite x 7 days at portal.com
- Rotating Top Banner in the portal.com x 6 months
- 60 min post-event webinar

DOLLARS
VALUE

\$12,000

SPACES AVAILABLE

1

DURING THE EVENT

- 1 video capsule of 20 seconds
- Co-branding of the brand with the event.
- Mention and thanks to the Sponsor by the host during the broadcast of the event.
- Branded section in the home of the event with redirection to the commercial sample.
- Logo throughout the promotional campaign and call for the event. (RRSS, Email marketing, newsletters, banners).
- Logo on the event logo sheet as official sponsor.
- Database of registered to the event.

PRINTED

- Interview with a representative of the sponsoring brand
 - Print: (Editorial article of 1 page virtual magazine)
 - Digital: Publishing on portal.com
- Double page notice in the printed magazine of Manufacturing LATAM

DIGITAL

- Social Media Campaign x 15 days (x2)
- Banner Onsite x 7 days at portal.com
- Top Rotating Banner in portal.com x3 months
- Sponsorship of a category within the portal x6 months
- Brand showroom x 12 months

DOLLARS
VALUE

\$8,500

SPACES AVAILABLE

5

SPONSORS



CO-SPONSORS



DURING THE EVENT

- 1 video capsule of 10 sec.
- Co-branding of the brand with the event.
- Mention and thanks from the host during the broadcast of the event.
- Logo throughout the promotional campaign and call for the event. (RRSS, Email marketing, newsletters, banners).
- Logo on the event logo sheet.
- Database of registered to the event.

PRINTED

- Editorial Note (Half page virtual magazine)
 - Digital: Publishing on portal.com
- Half page advertisement in the printed magazine of Manufacturing LATAM

DIGITAL

- Social Media Campaign x 15 days (x1)
- Banner Onsite x 7 days at portal.com
- Sponsorship of a category within the portal x6 months
- Brand showroom x 12 months

DOLLARS
VALUE

\$6,000

SPACES AVAILABLE

8

SUPPORT

DURING THE EVENT

- Co-branding of the brand with the event.
- **Mention and thanks from the host** during the broadcast of the event.
- **Logo** throughout the promotional campaign and call for the event. (RRSS, Email marketing, newsletters, banners).
- **Logo on the event logo sheet.**
- **Database** of registered to the event.

PRINTED

- **Editorial Note** (1/4 page virtual magazine)
 - **Digital:** Publishing on portal.com
- 1/4 advertisement in the printed magazine of Manufacturing LATAM

DIGITAL

- Social Media Campaign x 15 days (x1)
- Sponsorship of a category within the portal x6 months

DOLLARS
VALUE

\$4,000

SPACES AVAILABLE

10





EVOLUTION OF MANUFACTURING LATAM / 2023

USA

Giovana Reyes
+1 (305) 510-3785
giovana.reyes@axiomab2b.com

MEXICO

Carmen Bonilla
+52 (81) 1378-1703
carmen.bonilla@axiomab2b.com

Stella Rodriguez
+52 1 (55) 1882-4802
stellar@prodigy.net.mx

COLOMBIA

Valentina Toro
+57 301-646 3835
valentina.toro@axiomab2b.com

Johanna Hurtado
+57 311-5025156
johanna.hurtado@axiomab2b.com

EUROPE

Eric Jund
+33 (0) 493 - 587743
eric.jund@axiomab2b.com

ASIA

China
maggieliu@ringiertrade.com

Hong Kong
octavia@ringier.com.hk

Taiwan
sydneylai@ringier.com.hk

SALES LEAD MANAGER

Angélica Duque
+57 3015191310
angelica.duque@axiomab2b.com