



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

September 5<sup>th</sup> to 7<sup>th</sup> 2023

**VIRTUAL** EVENT

Organice

Invite

Powered by

REPORTERO  
**INDUSTRIAL.COM**

Is now

**MANUFACTURA**  
LATAM

**METALMECÁNICA**

**AXIOMA B2B**  
MARKETING



## About the **EVENT**

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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 and
- 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**

Connected during  
the two days





# OUR **AGENDA**

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

## **DAY 1**

¿How to reduce manufacturing costs through digitization?

Automation: How to decide the best alternative for your company?

## **DAY 2**

¿How to achieve the energy transition in industries?

¿How to reduce manufacturing costs through monitoring and methodology?

## **DAY 3**

Challenges for sustainability in the manufacturing sector in Latin America.

PARTICIPATE  
**IN OUR EVENT**  
AS SPONSOR



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# 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?**



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## 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?**



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# EVENT SPONSORS

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

## OFFICIAL SPONSOR



## SPONSORS



## CO-SPONSORS



## SUPPORT





# 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**  
Viewers



**5 hours**  
Streaming

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

## TOP OF ATTENDEES COUNTRIES



**27,5%**  
Colombia



**18,1%**  
Mexico



**14,4%**  
Venezuela



**40,0%**  
Otros\*

*\*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  
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# 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
- Digital: 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**

# SPONSORS

## 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
- Page notice in the printed magazine of Manufacturing LATAM

## DIGITAL

- Social Media Campaign x 15 days (x2)
- Digital: 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
- 60 min post-event webinar

DOLLARS  
VALUE

**\$8,500**

SPACES  
AVAILABLE

**5**



# 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)
- Digital: 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

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