



SPONSORSHIP OPPORTUNITIES

SEMINARS
2017

ExpoPlaza Latina is the premier platform connecting Western Canada and Latin America for business exchange through panel discussions with high-profile speakers and networking events. As part of the larger Latincouver umbrella, ExpoPlaza Latina aims to tap into trade opportunities between companies and organizations in the Pacific Northwest and Latin America.



EXPOPLAZA LATINA MAIN GOALS

- To promote trade opportunities between British Columbia and Latin America
- To become the main platform and source of information and referrals for British Columbia and Latin American investors
- To organize industry-specific events where stakeholders can meet and build up relationships
- To leverage partnerships with industry organizations to create synergies
- To explore more the “BC, a gateway between Asia and Latin America”
- To promote diversity, inclusiveness, environmentally conscious practices and corporate social responsibility

REASONS TO BE A SPONSOR

- To increase brand awareness prior and during our events and seminars
- To enhance relationships with existing and new customers
- To generate sale leads and create new network opportunities
- To connect with influential government and trade organization officials and executive decision makers and industry experts
- To showcase existing and new products and services
- To seek Latin American and Canadian partners and form new alliances
- To increase visibility in focused markets
- To communicate your message to a highly attentive and active community
- To share knowledge and learn how to do business in Latin American and Canadian markets

Past Partners & Sponsors



SIMON FRASER UNIVERSITY
ENGAGING THE WORLD



UPCOMING
SEMINARS

2016-2017



March 30, 2017

Canada, Latin America and Asia – A New Pacific Nexus

AUDIENCE

Around 120 attendees, including Asian, Canadian, U.S. and Latin American governments, members of the consular community, policymakers and academics, and diplomatic BC business communities.

OBJECTIVES

To help the business community to understand how to take advantage of a shifting global demand, policy changes and new market opportunities abroad. To strengthen Canada's strategic position by building a hub between Asia and Latin America.



May 31, 2017

2nd Edition – The Green Revolution in Central America – A Business Opportunity in the Construction Sector

AUDIENCE

Around 75 attendees, including Canadian, U.S. and Latin American governments, members of the consular community, delegates from Latin America, and professionals in the construction industry.

OBJECTIVES

To learn about green and Leadership in Energy and Environmental Design (LEED) projects in Guatemala, Costa Rica and Panama. Also, to get to know how the regional alliances of the Green Building Councils in Central America work together and offer regional opportunities.



UPCOMING
SEMINARS

2016-2017



November 17, 2017

3rd Edition – Connecting Ecosystems in the Americas – Start-ups and Innovation

AUDIENCE

Around 80 attendees, including BC, U.S. and Latin American governments, members of the consular community, Public Policy officials, technology associations and educational institutions fostering innovations and start-ups, incubators and accelerators, start-ups founders, and investors.

OBJECTIVES

To promote start-ups and innovation ecosystems. To understand, connect and encourage collaboration between start-up ecosystems in Canada, U.S. and Latin America by showcasing successful stories on how to better integrate the public, education and private sectors.

SPONSORSHIP OPPORTUNITIES

BENEFITS	3 events GOLD \$ 10,000	2 events SILVER \$ 7,000	1 event BRONZE \$ 3,000
Company named as Gold Sponsor on all official marketing materials for all ExpoPlaza Latina seminars in 2016-2017	✓	-	-
Company banner behind the podium	✓	-	-
Company logo on the plenary presentation	✓	✓	-
Create introductions between your company and key decision makers/contacts for each event	✓	✓	-
Profile the company to an audience of top practitioners and influencers	✓	✓	✓
Possibility to network with influential government and trade organization officials from both North and Latin America, executive decision makers and industry experts	✓	✓	✓
Showcase branded collateral at the event to promote the company	✓	✓	✓
Name recognition as sponsor in announcements during the event(s)	✓	✓	✓
Company banner at the entrance	✓	✓	✓
Be profiled on ExpoPlaza Latina website and social media as the event sponsor *	10 posts/year	8 posts/year	5 posts/year
Be part of the plenary session as one of the keynote speakers	Up to 20 min in 3 events	Up to 15 min in 2 events	Up to 10 min in 1 event
Complimentary registration for delegates	Up to 10 people	Up to 5 people	Up to 3 people
Publish articles about your business on ExpoPlaza Latina website	5 articles	3 articles	1 article
Business membership with Latincover (LCPN) Latin-Canadian Professional Network	1 year	6 months	-
Company advertisement on Latincover website **	3 ads	1 ad	-

(*): banner on the website (200x200px) (**): 4 week free ad (1500x150px)

**PAST
SEMINARS**

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- NOV 2016**
Connecting Ecosystems in the Americas – Start-ups and Innovation
 - SEP 2016**
Education Collaboration Between BC and Latina America Towards Skills Transfer and Labour Market Development
 - MAR 2016**
The Sustainable Road to Prosperity in Latin America
 - NOV 2015**
Social Enterprises and Start-ups
 - OCT 2015**
Discover Renewable Energies in Costa Rica for a Clean Future
 - JUN 2015**
The Green Revolution in Central America
 - JAN 2015**
International Education Exchange Between Mexico, Brazil and BC
 - SEP 2014**
How Culture Influences Negotiations in Colombia and Peru
 - MAY 2014**
Agri-food Development in the Tropical Region
 - APR 2014**
2nd International Business Conference for the Americas
 - FEB 2013**
1st Latin American Trade Conference in BC



To strengthen the relationship between
Latin America and Western Canada

BECOME A SPONSOR

CONTACT US

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