



VI CONGRESO LATINOAMERICANO — DE AGUACATE —

La Antigua Guatemala • 9-12 Nov 2021

Un evento de



AN EVENT WITH HISTORY

The Latin American Avocado Congress is the most important event of the avocado industry in the region, where the main characters of the productive chain of the avocado industry meet: researchers, technicians, producers, exporters, and importers present and exchange their experiences, results, innovations, and success stories related to the avocado production in Latin America.

Its first edition was in Mexico in 2001 and has been made consecutively every four years, changing venue. For its VI edition, Antigua Guatemala will be the setting. This will position Guatemala as a benchmark for the avocado industry and marketing in Latin America.



OBJECTIVES

- Position Guatemala as an avocado producer/exporter country.
- To present the world market situation, trends, technology, research and successful stories that contribute to the improvement of the Guatemalan and Latin American avocado production and marketing.



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ACTIVITIES



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CONFERENCE PROGRAM

- Master conferences
- Lectures
- Investigation cases



SOCIAL AND NETWORKING EVENTS

- Inauguration cocktail
- Dinner for speakers
- Closing lunch and selection of next venue



INVESTIGATIONS

- Presentation of papers in Posters exhibited during the Congress



FIELD TRIPS

- Visits to plantations and packing houses





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THEMATIC AREAS



**Post-harvest
and
Industrialization**



**Cultivation
management**



**Phytosanitary
management**



**Marketing
and
promotion**



**Genetic
Resources**



PARTICIPANTS



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EXPORTERS



PRODUCERS



MARKETERS



**SERVICES AND
SUPPLIES**



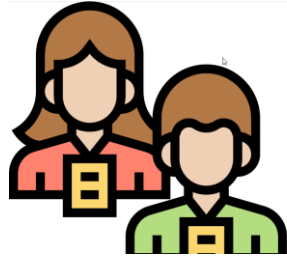
**TRANSPORTATION
AND LOGISTICS**



**PROFESSIONALS
AND ACADEMY**



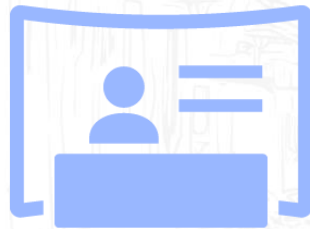
HIGHLIGHTS



+250 participants
during the 2-day event



+80 conferences with
international experts



+30 stands on the
exhibition floor



+ 3 Networking
Activities



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INVEST IN THESE GREAT OPPORTUNITIES



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01

Direct approach to potential customers in the region

02

The entire avocado industry chain gathered in one place

03

New customers and strategic alliances

04

Brand positioning

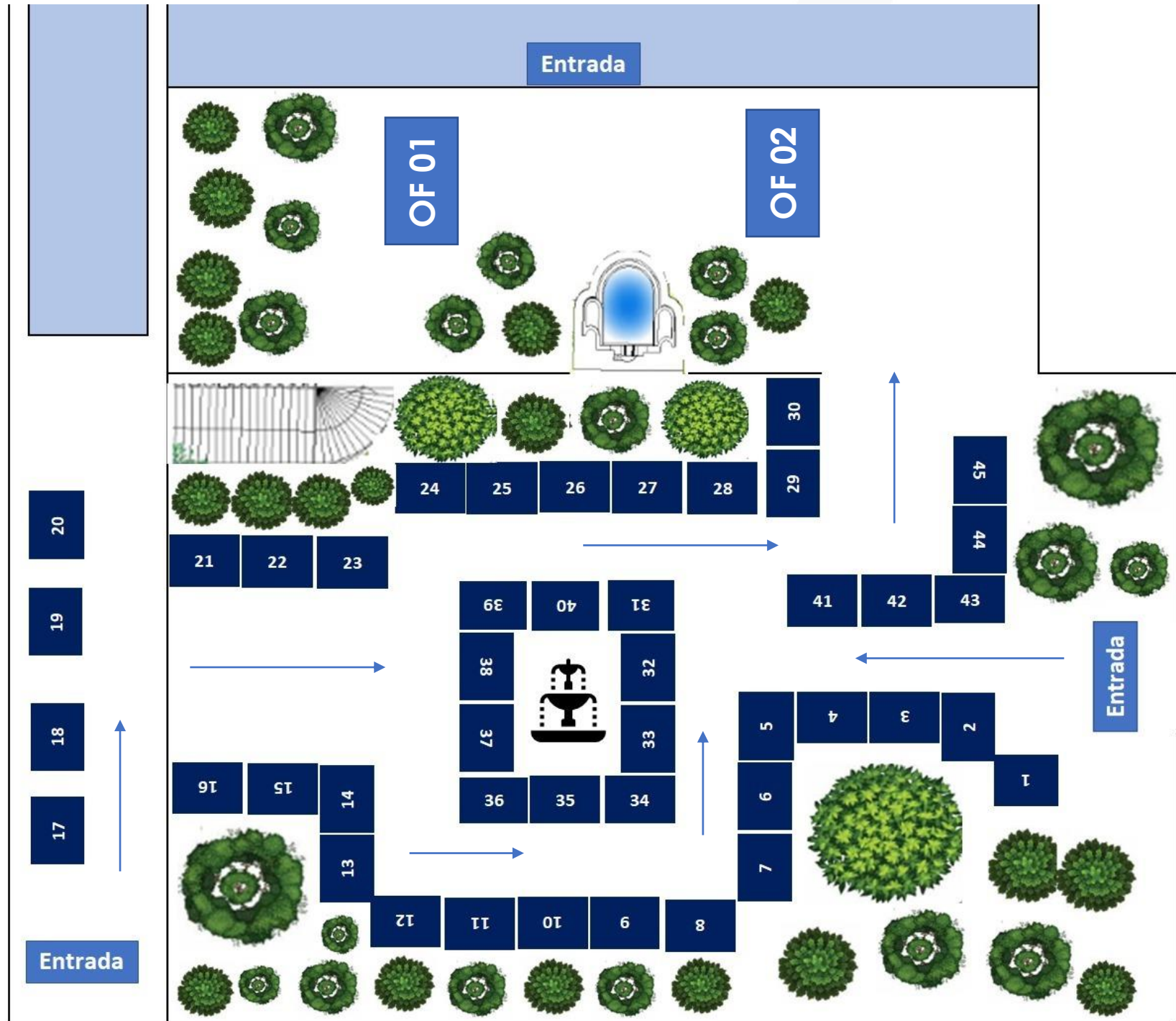
05

Avowed International Event



EXHIBITION FLOOR

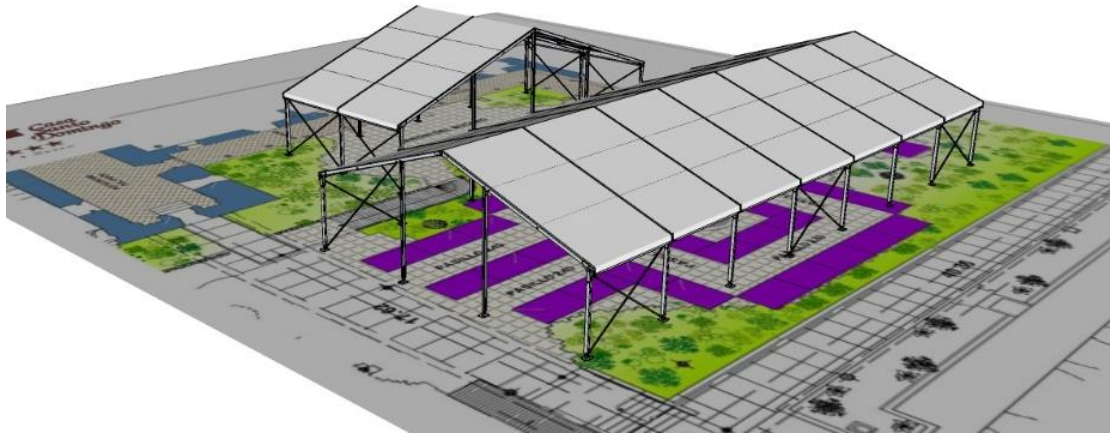
- Stands OF 01 and 02, measures: 3x4mts = 12mts²
- Stands 01 to 45, measures: 3X2mts = 6mts²



EXHIBITION FLOOR REFERENCE VIEW



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EXHIBITION FLOOR

The stand includes:

- Stand with paneling, border with the name of the company and 110v electrical outlet.
- 2 attention tickets stand plus (access to conference program and closing cocktail)
- 2 attention tickets only for exhibition area (stand attention)
- Inclusion of data in the event's digital directory
- Inclusion of promotional material (pen, notebook or flyer in participants' kit).



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SPONSORSHIP OPTIONS



SPONSORSHIP : OFFICIAL



Benefit Detail		Officials
		\$25,000
1	Company logo in the sponsors area in the following materials: advertising canvas, banners, conference screens, table tents, promotional flyers. Logo provided by the client in high resolution and with brand use manual	✓
2	Distinction in the promotional pieces of the event as an official sponsor: promotional briefcase, blankets, advertising canvas, conference screens, bracelets, promotional flyers, participants' diplomas, cocktail invitations, table tents and pens. Logo provided by the client in high resolution and with brand use manual	✓
3	Presentation of the company's promotional spot (maximum 30 sec.) during the event's cocktail. Material provided by the client and delivered 15 days before the event.	✓
4	Disposition of a private space, exclusively for company meetings.	✓
5	Special mention in interviews with the media and announcement of the event.	✓
6	Sending digital invitation to registered participants, inviting them to visit the sponsor's stand.	✓
7	1 reserved table during lunch	✓
8	10-minute business presentation during conferences (as assigned)	Main room day 1. Secondary room day 2
9	Stand in the exhibition area during 2 days of the event, location to be agreed.	12mts preferential area
10	National participant badges, access to the conference program, lunch included and a closing cocktail.	4
11	Commercial Talk after validation by the Organizing Committee and is scheduled according to availability in an alternate room equipped with a maximum capacity of 30 attendees. Material for participants provided by the client. Option to place banners of the company assembled and disassembled during the conference.	✓
12	Brand presence in the lunch area. (material provided by the client and location to be agreed)	5 Banners
13	Brand presence in conference rooms: banners, note pads, pens or other similar option at the discretion of the company. Material provided by the client.	Main Room, 5 banners
14	Promotional material of the company in briefcase for attendees at the company's consideration (material provided by the company).	✓
15	Full page advertisement in the virtual directory of the event.	Preferential Area
16	Complete list of participants. (digital)	✓



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¡Participate and multiply your business opportunities!





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TO MAKE GUATEMALA AN EXPORTING COUNTRY