



# SPONSORSHIP OPPORTUNITIES

SEMINARS  
2020

**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  
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- 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



## EXPOPLAZA LATINA EVENTS IN 2020

### DESCRIPTION

These 2020 ExpoPlaza Latina editions will happen in partnership with **Globe Series** on February 11th, and with **#BCTECHSummit** and **Vancouver Biennale** on June 11th.

Our goal is to showcase the innovation and technology in the Americas, sharing the ideas and future potential of innovation that the U.S., Canada, and Latin America are developing.

Our events promote business and innovation exchange which leads to increased entrepreneurship and community prosperity through the sharing of ideas.

We will come together to explore how women are working towards an innovative economy in the Americas, as well as to promote and support entrepreneurship and economic prosperity, especially in our rapidly changing world. By highlighting the potential impact of digital technology and exploring how we can shape the future of work, we can find innovative solutions for an uncertain economy in the Americas.

It is important to give women a voice in order to bring greater understanding to our shared values, traditions, and history, through the empowerment of a new generation, creating space for change and new ideas.

**Join us at two of Canada's largest annual innovation events in Vancouver.**





UPCOMING  
EVENTS

2020

- **FEBRUARY 11TH, 2020**  
Expoplaza Latina Panel: Innovative women working towards a sustainable economy for the Americas

GLOBE FORUM 2020 organized by Globe Series Importance of how women are creating opportunities in an uncertain economy in the Americas and how they can play a key role in promoting cross-border innovation and economic prosperity.

- **JUNE 11TH, 2020**  
Creativity & Art in BlockChain: what women of color bring into the equation

#BCTECHSummit and Vancouver Biennale  
The U.S.-based artist, Jessica Angel, will explore the future possibilities of BlockChain, visually represented through art. She will create an large-scale public art installation beneath the Cambie Street bridge in Vancouver. Here, she will speak to cross-border innovation and the digital economy.

## AUDIENCE

We expect 320 people to attend, including: local government representatives, local, national and international companies in all industries, members of the consular community, technology and innovation leaders, entrepreneurs and intrapreneurs, academics and students.



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BENEFITS	GOLD \$6,000 (one event) \$10,000 (two events)	SILVER \$4,000 (one event) \$7,000 (two events)	BRONZE \$3,000 (one event)
Company named as Gold Sponsor on all official marketing materials for ExpoPlaza Latina seminars in 2020	✓	-	-
Be part of the plenary session as one of the keynote speakers	Up 20 min	-	-
Company banner behind the podium	✓	-	-
Company logo on the plenary presentation	✓	✓	-
Profile the company to an audience of top practitioners and influencers	✓	✓	✓
Possibility to network with influential government and trade official organizations from both North and Latin America, executive decision makers and industry experts	✓	✓	✓
Showcase branded collateral at the event(s) to promote the company	✓	✓	✓
Name recognition as sponsor in announcements during the event(s)	✓	✓	✓
Company banner at the entrance of EPL event(s)	✓	✓	✓
Be profiled on ExpoPlaza Latina website and social media as the event sponsor *	✓	✓	✓
Publish articles about your business on ExpoPlaza Latina and Latincover websites	3 articles	2 articles	1 article
Business membership with Latincover's Latin-Canadian Professional Network program - LCPN (value \$950)	1 year	1 year	1 year
Company advertisement on Latincover website **	3 ads	1 ad	-

**You can sponsor one or two events if you choose GOLD or SILVER packages.**

(\*): banner on the website | (\*\*): 4 week leaderboard ad (1500x150px)



To strengthen the relationship between  
Latin America and Western Canada

## **BECOME A SPONSOR**

### **CONTACT US**

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