

# Latinamerican Congress Technologies and Digital Marketing







LATIN AMERICAN CONGRESS CHILE DIGITAL 12/12/2012 - COME TO THE END OF THE WORLD!

SOUTH AMERICA

SANTIAGO CHILE



Did you know? Latin America is one of the fastest growing regions in the world in internet users, with a population of 600 million and 18 million companies demanding increasingly IT and digital marketing services. The region offers an interesting market potential for global services and digital marketing services providers. **Furthermore Chile ranks 1<sup>st</sup> place in Latin America and 7th worldwide for global services business development. (Ref. the 2009 AT Kearney Global Services Location Index).**



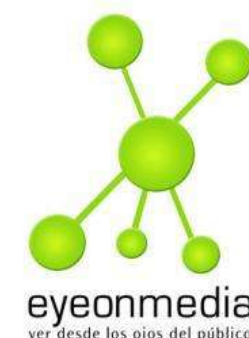
## SUPPORTING ORGANIZATIONS:

## MEDIA PARTNERS:

## EXPO DIGITAL:



Facultad Comunicaciones







THE BIGGEST DIGITAL MEDIA EVENT IN LATIN AMERICA

*Meet clients and strategic partners in Chile Digital 2012*



Chile Digital 2012 is oriented to strengthen business relationships between international and local companies interested to expand into the Latin american markets, and bring closer technologies and internet based services to the Latin american companies.

## THEMES IN CHILE DIGITAL 2012

**I. EXPODIGITAL**

**II. INTERNATIONAL SEMINAR**

**III. BUSINESS MATCHING MEETINGS**

**IV. VENTURE CAPITAL FORUM**

**V. PARTY**

**12/12/12**  
**VEN AL FIN DEL MUNDO**

- Online Media/Adnetworks
- Digital Neuromarketing
- Seo/Sem
- Social Networks
- e-Commerce
- Mobile marketing
- Web 3.0

- Digital Creativity
- Email marketing
- Web Analytics
- SaaS Technologies
- Online Video
- Online Advertising
- E-learning

**12/12/12 - COME TO THE END OF THE WORLD**





DATE AND LOCATION - CHILE DIGITAL 2012  
COME TO THE END OF THE WORLD

SOUTH AMERICA

SANTIAGO CHILE

ESPACIO RIESCO 12/12/2012

• EXPODIGITAL

• BUSINESS MEETING

• INTERNATIONAL SEMINAR

• VENTURE CAPITAL FORUM

• PARTY





# Attendants' profile Chile Digital 2012

- **Directors, managers, executives and professionals in the areas of IT, marketing, advertising and managers from key Latin American industries (IT, agro-food, retail, banking, mining, trade, services, tourism, education) seeking new technologies, products and services based on internet and digital technologies to improve their communication, marketing and sales process.**
- **Advertisers, IT professionals, designers, publicists, and marketing managers** looking for latest trends and technologies.
- Advertising, marketing, digital marketing, adnetworks, online video, **technology providers, application developers, e-commerce, mobile marketing, e-learning, web** providers seeking networking and business opportunities to expand in Chile and Latam.
- **International companies** wanted to expand commercialization in Chile/Latam and looking for strategic partners to catalyze its expansion in the region.
- Emerging technological companies seeking first and second rounds of investments.
- Investors interested in the latam markets and in emerging companies.





# EXPODIGITAL:

**+ 100** EXHIBITORS FROM LATIN AMERICA AND GLOBAL COMPANIES

e-mail marketing, online advertising, adnetworks, digital marketing, neuromarketing, web analytics, social media, SaaS providers, mobile marketing, e-commerce, online videos, digital agencies, e-learning, developers, products and service providers oriented to improve the communication, marketing and sales processes of companies.

**+ 5000** ATTENDANTS

- Latin American executives, managers and marketing professionals seeking for new technologies and services.
- Manager of international companies seeking strategic partnerships.



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# BUSINESS MEETING SESSION:

**+ 800** BUSINESS MEETINGS

- Between Latin American executives seeking for digital marketing, technology and service's providers.
- International companies seeking for strategic partnerships and clients to expand commercialization/operations in Chile and Latam.



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# INTERNATIONAL SEMINAR/PARALLEL LECTURES:

**+ 1000** ATTENDANTS.  
(+20,000 VIEWERS THROUGH STREAMING)

**+ 30** SPEAKERS.



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**+30** SPEAKERS PARTICIPATING IN THE  
INTERNATIONAL SEMINAR/PARALLEL LECTURES



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**Erik Qualman**  
Socialnomics  
Boston, U.S.A\*



**Juan Pablo Rodríguez,**  
CEO eyeonmedia-  
TOBII  
Latin America,  
Santiago Chile



**Juan Damia,**  
Co-fundador Intellignos,  
Regional Latam Digital  
Analytics Association .  
Buenos Aires, Argentina



**Tristán Elosegui**  
VP iCrossing  
Spain and Latin  
America.  
Madrid, Spain



**Juan Carlos  
Santa María,**  
Director Latam Kaltura,  
Miami, USA



**¿DO YOU WANT TO BE  
A SPEAKER?**

Apply from July 23 to 30  
August, 2012.

[speaker@Chiledigital2012.com](mailto:speaker@Chiledigital2012.com)





**BBG** Bio Business Group

**UMM**  
capital



**>Nxtp.Labs**



**Nevesco**



**+US\$ 50 MILLION** in investment funds for emerging companies with high growth potential seeking first or second investment rounds.

**+500 COMPANIES** with high growth potential seeking for first or second investments rounds will be filtered according to the investor's profiles to analyze the investment possibility in 48-96 companies.



## LATINAMERICAN CONGRESS TECHNOLOGIES AND DIGITAL MARKETING.



### EXPO DIGITAL

- +100 EXHIBITORS IN EXPODIGITAL.
- +5.000 ATTENDANTS TO THE EXPODIGITAL.



### INTERNATIONAL SEMINAR

- +30 LATIN AMERICAN AND INTERNACIONAL SPEAKERS
- +1000 ATTENDANTS TO THE INTERNATIONAL SEMINAR AND PARALLEL LECTURES
- [+20.000 VIEWS IN STREAMING]



### BUSINESS ROUND

- +800 BUSINESS MEETINGS BETWEEN LATIN AMERICAN DECISION MAKERS AND INTERNATIONAL COMPANIES.



### VENTURE CAPITAL FORUM

- +US\$ 50 MILLIONS IN FUNDS TO INVEST IN EMERGING COMPANIES WITH HIGH GROWTH POTENTIAL.
- +500 EMERGING COMPANIES WITH HIGH GROWTH POTENTIAL WILL BE FILTERED TO ANALYZE THE INVESTMENT POSSIBILITY IN 48-96 COMPANIES.



### DIFFUSION

- +400 LATIN AMERICAN DECISION MAKERS AND AUTHORITIES IN THE OFFICIAL BUSINESS LUNCH AND PARTY.
- +50.000 E-NEWSLETTER CHILE DIGITAL 2012 REACH 50,000 DECISION MAKERS.
- +500 ARTICLES DISTRIBUTED INTERNATIONALLY THROUGH WRITTEN PRESS, RADIO, TELEVISION, SPECIALIZED MEDIA AND SOCIAL NETWORKS.





## WHAT MAKES CHILE DIGITAL 2012 DIFERENT?

### I. EXPODIGITAL

- The event is designed in a way that exhibitors can **prospect** and close **business opportunities**.
- The EXPODIGITAL will present a conceptual design aligned to the theme of digital technologies, with high quality and ad-hoc booth for each company.
- **Attendants profile:** decision makers seeking for new technologies and services that strength their communication, marketing and sales process.
- All companies participating in the EXPODIGITAL will have access to the business meeting session.
- Business Center inside the EXPODIGITAL to generate a **networking** environment for attendants to meet and/or participate in casual and free meetings.

### II. BUSINESS MEETING SESSION

- Business session meetings will be coordinated based on participant and company's profiles, there will be an evaluation of objectives and profile attendants before meeting's confirmation. **Meetings MUST BE CARRIED OUT BY DECISION MAKERS**, and will be confirmed at least 3 weeks in advance. The round is designed to generate meetings with specific objectives and topics. We will **NOT** coordinate just *"company presentations"* or meetings that do not have a clear objective.
- The business meeting session will also count with international companies seeking strategic partnerships to expand operations/commercializations in Chile and Latam.

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## III. INTERNATIONAL SEMINAR

- Experienced, internationally recognized speakers will congregate both specialized and unspecialized audience, as well as people eager to learn about new trends, technology and digital marketing innovations. Most attendants fit in the profile of executives, managers and decision makers.

## IV. VENTURE CAPITAL FORUM

- The methodology to filter and select companies and investors will allow only for companies with high growth potential to participate. As well as investors whose profiles truly show their intention to invest in these companies. The objective is to boost the chances of investment during the VENTURE CAPITAL FORUM, which will take place on **December 12, 2012**. Then we will have a follow-up over the next months to close the Deals between companies and investors.

## IV. DIFFUSION

- Starting September 2012, Chile Digital 2012 will be constantly delivering articles, press releases and useful information through an international press network specialized in digital marketing and information technologies and through the media partners. The content will be distributed through written press, television, radio, online media and social networks.

- e-Newsletter Chile Digital will be released every 2 weeks starting September 2012, reaching nearly **50.000** managers and decision makers in Latin America.

## V. Official lunch and Party

- Both the official business lunch and the closing party will count with international executives and authorities, offering more opportunities for networking, but the main objective is for attendants to get to know each other and have fun!



# SPONSORSHIPS' OPPORTUNITIES



- EXPODIGITAL
- BUSINESS MEETING
- INTERNATIONAL SEMINAR
- VENTURE CAPITAL FORUM
- PARTY
- OFFICIAL BUSINESS LUNCH
- WHOLE CONGRESS SPONSORSHIP



OFFICIAL SPONSOR WHOLE CONGRESS CHILE DIGITAL 2012	OFFICIAL SPONSOR CHILE DIGITAL 2012
Logo and brand presence in the EXPODIGITAL, BUSINESS ROUND, INTERNATIONAL SEMINAR and VENTURE CAPITAL FORUM	✓
Company description in the Chile Digital 2012 website - highlights section.	✓
Logo displayed in website and official e-Newsletter, reaching over 50.000 managers in Latin America	✓
Logo in printed, digital, audiovisual advertising and in press release with media partners & social networks	✓
Article in e-Newsletter Chile Digital 2012	2
Booth in the EXPODIGITAL	6x2 m
Right to export the event to your website	As official sponsor
Tickets for BUSINESS MEETING (includes preferential coordination for the Round)	4
Tickets for the EXPODIGITAL	20
Tickets for the INTERNATIONAL SEMINAR	8
Tickets for the OFFICIAL BUSINESS LUNCH	8
Tickets for the VENTURE CAPITAL FORUM	4
Tickets for the PARTY	8
20% discount for company 'professionals and guests (must be registered in the event list)	✓
PRICE -OFFICIAL SPONSOR WHOLE CONGRESS CHILE DIGITAL 2012-	CLP\$ 24.000.000 US\$ 48.000

OFFICIAL SPONSOR WHOLE  
LATIN AMERICAN CONGRESS  
CHILE DIGITAL 2012





I. OFFICIAL SPONSOR - EXPODIGITAL	OFFICIAL SPONSOR CHILE DIGITAL 2012
Logo and brand presence in the EXPODIGITAL	✓
Company description on the Chile Digital 2012 website - highlights section	✓
Logo displayed in website and official e-Newsletter, reaching over 50.000 managers in Latin America	✓
Logo in printed, digital, audiovisual advertising and in press release with media partners & social networks	✓
Article on e-Newsletter Chile Digital 2012	2
Booth in the EXPODIGITAL	4x2 m
Right to export the event to your website	As Expodigital Official Sponsor
Tickets for BUSINESS MEETING (includes preferential coordination for the Round)	4
Tickets for the EXPODIGITAL	15
Tickets for the INTERNATIONAL SEMINAR	6
Tickets for the OFFICIAL BUSINESS LUNCH	6
Tickets for the PARTY	6
20% discount for company's professionals and guests (must be registered in the event list)	✓
PRICE -OFFICIAL SPONSOR EXPO CHILE DIGITAL 2012-	CLP\$ 16.000.000 US\$ 32.000

OFFICIAL SPONSOR  
EXPODIGITAL CHILE DIGITAL  
2012





II. OFFICIAL SPONSOR - BUSINESS MEETING SESSIONS	OFFICIAL SPONSOR CHILE DIGITAL 2012
Logo and brand presence in the BUSINESS MEETING SALON	✓
Company description on the Chile Digital 2012 website - highlights section	✓
Logo displayed in website and official e-Newsletter, reaching over 50.000 managers in Latin America	✓
Logo in printed, digital, audiovisual advertising, in press release w/media partners & social networks	✓
Article on e-Newsletter Chile Digital 2012	2
Booth in the EXPODIGITAL	4x2 m
Right to export the event to your website	As Business Round Official Sponsor
Tickets for the EXPODIGITAL	15
Tickets for BUSINESS meeting (includes preferential coordination for the Round)	4
Tickets for the INTERNATIONAL SEMINAR	4
Tickets for the OFFICIAL BUSINESS LUNCH	4
Tickets for the PARTY	4
20% discount for company guests (must be registered in the event list)	✓
PRICE -OFFICIAL SPONSOR BUSINESS MEETING CHILE DIGITAL 2012-	CLP\$ 14.000.000 US\$ 28.000

## OFFICIAL SPONSOR BUSINESS MEETING CHILE DIGITAL 2012





II. OFFICIAL SPONSOR - INTERNATIONAL SEMINAR	OFFICIAL SPONSOR CHILE DIGITAL 2012
Logo and brand presence in the INTERNATIONAL SEMINAR	✓
Company description in the Chile Digital 2012 website - highlights section	✓
Logo displayed in website and official e-Newsletter, reaching over 50.000 managers in Latin America	✓
Logo in printed, digital, audiovisual advertising, in press release w/media partners & social networks	✓
Article on e-Newsletter Chile Digital 2012	2
Mention and 20 second video during INTERNATIONAL SEMINAR (seminar will be transmitted via streaming)	✓
Booth in the EXPODIGITAL	4x2 m
Right to export the event to your website	As International Seminar Official Sponsor
Tickets for the EXPODIGITAL	15
Tickets for BUSINESS MEETING (includes preferential coordination for the Round)	4
Tickets for the INTERNATIONAL SEMINAR	12
Tickets for the OFFICIAL BUSINESS LUNCH	4
Tickets for the PARTY	4
20% discount for company's professionals and guests (must be registered in the event list)	✓
PRICE -OFFICIAL SPONSOR INTERNATIONAL SEMINAR CHILE DIGITAL 2012-	CLP\$ 18.000.000 US\$ 36.000

# OFFICIAL SPONSOR INTERNATIONAL SEMINAR CHILE DIGITAL 2012



## II. OFFICIAL SPONSOR - VENTURE CAPITAL FORUM

## OFFICIAL SPONSOR CHILE DIGITAL 2012

## OFFICIAL SPONSOR VENTURE CAPITAL FORUM CHILE DIGITAL 2012

Logo and brand presence in the VENTURE CAPITAL FORUM

✓

Company description in the Chile Digital 2012 website - highlights section

✓

Logo displayed in website and official e-Newsletter, reaching over 50.000 managers in Latin America

✓

Logo in printed, digital, audiovisual advertising, in press release w/media partners & social networks

✓

Article on e-Newsletter Chile Digital 2012

2

Mention and 20 second video during VENTURE CAPITAL FORUM (forum will be transmitted via streaming).

✓

Booth in the EXPODIGITAL

4x2 m

Right to export the event to your website

As Venture Capital Forum  
Official Sponsor

Tickets for the EXPODIGITAL

15

Tickets for BUSINESS MEETING (includes preferential coordination for the Round)

4

Tickets for the INTERNATIONAL SEMINAR

4

Tickets for the OFFICIAL BUSINESS LUNCH

4

Tickets for the PARTY

4

Tickets for the VENTURE CAPITAL FORUM

6

20% discount for company guests (must be registered in the event list)

✓

PRICE -OFFICIAL SPONSOR VENTURE CAPITAL FORUM CHILE DIGITAL 2012-

CLP\$ 14.000.000  
US\$ 28.000





## OFFICIAL SPONSOR - BUSINESS LUNCH (1 spot)

## OFFICIAL SPONSOR CHILE DIGITAL 2012

## OFFICIAL SPONSOR BUSINESS LUNCH CHILE DIGITAL 2012

Logo and brand presence in the OFFICIAL BUSINESS LUNCH  
( Presence of + 400 Latin American decision makers leaders in the industry and authorities).

✓

Company description on the Chile Digital 2012 website - highlights section.

✓

Mention and 20 second video during BUSINESS LUNCH

✓

Possibility to deliver souvenirs

✓

Possibility to carry out an innovative activity involving your company and the OFFICIAL  
BUSINESS LUNCH attendants (subject for approval by the organizing committee)

✓

Tickets for the EXPODIGITAL

10

Tickets for BUSINESS ROUND (includes preferential coordination for the Round)

4

Tickets for the INTERNATIONAL SEMINAR

4

Tickets for the OFFICIAL BUSINESS LUNCH

8

Tickets for the PARTY

4

20% discount for company guests (must be registered in the event list)

✓

PRICE SPONSOR OFFICIAL BUSINESS LUNCH CHILE DIGITAL 2012-

CLP\$ 12.000.000  
US\$ 24.000



# OFFICIAL SPONSOR CLOSING PARTY CHILE DIGITAL 2012

OFFICIAL SPONSOR - PARTY (1 spot)	OFFICIAL SPONSOR CHILE DIGITAL 2012
Logo and brand presence in the PARTY (Presence + 400 Latin American decision makers, leaders in the industry and authorities)	✓
Company description on the Chile Digital 2012 website - highlights section	✓
Mention and 20 second video during PARTY (Something meaningful, not direct advertising)	✓
Possibility to hand out souvenirs	✓
Possibility to carry out an innovative activity involving your company and the attendants (subject organizing committee approval)	✓
Tickets for the EXPODIGITAL	10
Tickets for BUSINESS MEETING (includes preferential coordination for the Round)	4
Tickets for the INTERNATIONAL SEMINAR	4
Tickets for the OFFICIAL BUSINESS LUNCH	4
Tickets for the CLOSING PARTY	12
20% discount for company guests (must be registered in the event list)	✓
PRICE -OFFICIAL SPONSOR PARTY CHILE DIGITAL 2012-	CLP\$ 14.000.000 US\$ 28.000





SPONSOR CONEXIÓN WIFI (1 cupo)	SPONSOR OFICIAL CHILE DIGITAL 2012
Logo y presencia de marca en la expodigital y seminario internacional.	✓
Descripción empresa en la web Chile Digital 2012 sección destacada	✓
Descripción empresa en directorio Chile Digital 2012, Web y otros.	✓
Mención y agradecimientos durante la expodigital y seminario internacional	✓
Branding personalizados en página de entrada al WIFI para expositores y asistentes.	✓
Stand	4x2
Entradas a la expodigital	10
Entradas rueda de negocios (incluye coordinación preferencial rueda de negocios)	4
Entradas al seminario internacional	4
Entradas al almuerzo oficial	4
Entradas a la fiesta oficial	4
20 % descuento para todos los profesionales empresa y listado de invitados	✓
VALOR SPONSOR OFICIAL WIFI CHILE DIGITAL 2012	CLP\$ 14.000.000 US\$ 28.000

## SPONSOR WIFI



# EXHIBITORS OPPORTUNITIES



**CHILE  
DIGITAL  
2012**

• PLATINIUM

• GOLD

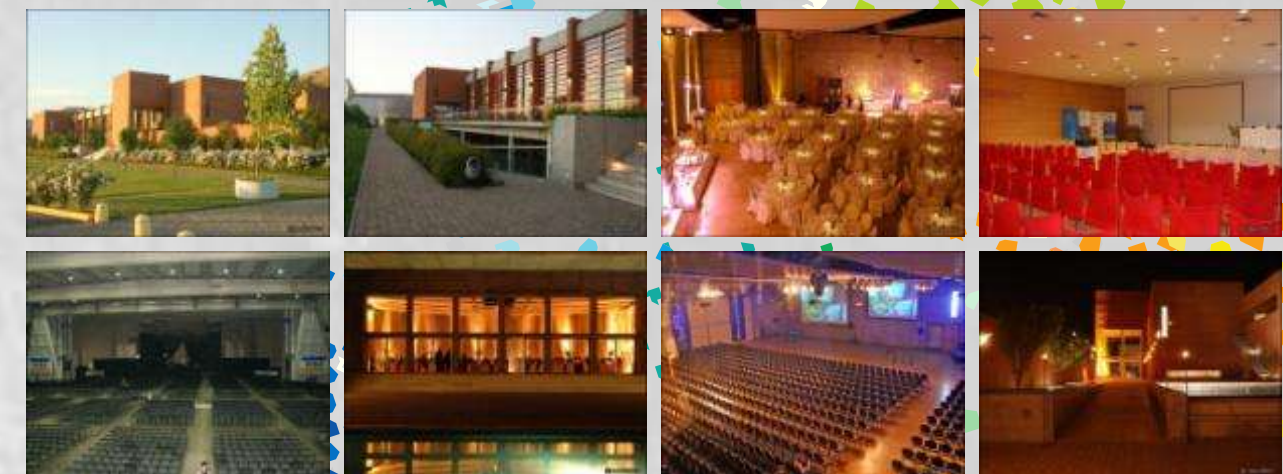
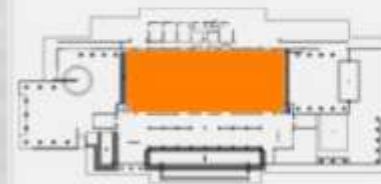
• SILVER





Dimensiones	
Largo	60 mts.
Ancho	28 mts.
Alto	6.5 mts.
Superficie	1680 m <sup>2</sup>
Resistencia Piso	1500 kg/m <sup>2</sup>
Tipo de Montaje	
Auditorio	2300
Escuela	1100
Cena	1200
Cocktail	3000

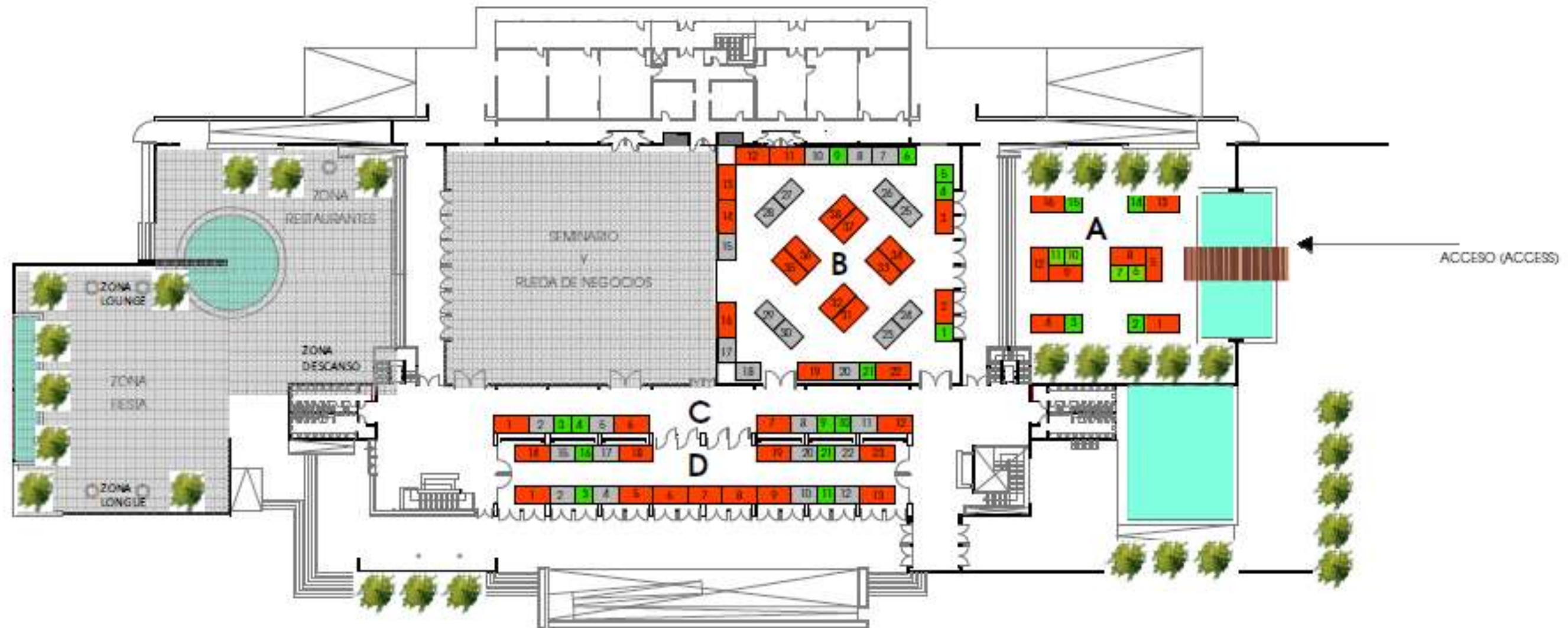
Ubicación General





## EXPO CHILE DIGITAL 2012 NIVEL 1 (LEVEL 1)




87 Stands (87 booth)






**A**

	2 x 2 metros	6 UN.
	2 x 3 metros	0 UN.
	2 x 4 metros	8 UN.
TOTAL: 14 STANDS (14 BOOTH)		




**B**

	2 x 2 metros	6 UN.
	2 x 3 metros	15 UN.
	2 x 4 metros	17 UN.
TOTAL: 38 STANDS (38 BOOTH)		

**C**

	2 x 2 metros	4 UN.
	2 x 3 metros	4 UN.
	2 x 4 metros	4 UN.
TOTAL: 12 STANDS (12 BOOTH)		

**D**

	2 x 2 metros	4 UN.
	2 x 3 metros	8 UN.
	2 x 4 metros	11 UN.
TOTAL: 23 STANDS (23 BOOTH)		






# EXPO CHILE DIGITAL 2012 NIVEL 0 ( LEVEL 0)




105 Stands (105 booth)






**E**

	2 x 2 metros	27 UN.
	2 x 3 metros	6 UN.
	2 x 4 metros	4 UN.
TOTAL: 37 STANDS (37 BOOTH)		

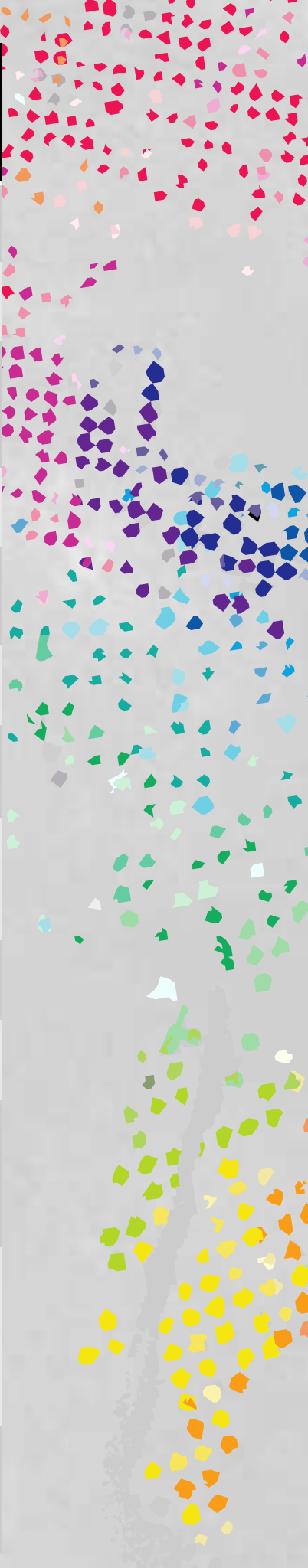
**F**

	2 x 2 metros	19 UN.
	2 x 3 metros	4 UN.
	2 x 4 metros	0 UN.
TOTAL: 23 STANDS (23 BOOTH)		

**G**

	2 x 2 metros	19 UN.
	2 x 3 metros	18 UN.
	2 x 4 metros	8 UN.
TOTAL: 45 STANDS (45 BOOTH)		

EXHIBITORS IN CHILE DIGITAL 2012	PLATINUM	GOLD	SILVER
Company description in official website Chile Digital 2012	✓	✓	✓
Logo and brand presence	✓	✓	✓
Wifi (up to 4 connections) and 1 wired internet connection	✓	✓	✓ (2 connections)
Tickets for the EXPODIGITAL	20	10	5
Tickets for the OFFICIAL BUSINESS LUNCH	4	3	2
Tickets for BUSINESS MEETING ROUND	4	3	2
Tickets for the PARTY	2	2	0
20% discount for company ´s professionals and guests (must be registered in the event list)	✓	✓	✓
Booth	4 x 2	3 x 2	2 x 2
Rights to export the event to your website	✓	✓	✓
Especial exhibitor pricing till 15 September 2012	\$ 6.500.000 US\$ 13.000	\$4.500.000 US\$ 9.000	\$ 2.900.000 US\$ 5.800\$
Exhibitor pricing from 16 September - 15 October 2012	\$ 7.000.000 US\$ 14.000	\$5.000.000 US\$ 10.000	3.200.000 US\$ 6.400
Exhibitor pricing from 16 October – 16 November 2012	\$ 7.500.000 US\$ 15.000	\$5.500.000 US\$ 11.000	3.500.000 US\$ 7.000







**ADDITIONAL SERVICES**





## **OTHER SERVICES AND ADDITIONAL TICKETS**

- Article in e-Newsletter Chile Digital (50.000 contacts) CLP \$ 1.200.000 (US\$ 2.400).
- Speaker in parallel lectures CLP \$ 3.500.000 (US\$ 7.000) (Quality of lecture and speaker requires committee's approval).
- If you are a international company and you want a booth in the expodigital, we can provide you with a personalized executive in charge of your booth. Please ask for a quotation [info@chiledigital2012.com](mailto:info@chiledigital2012.com)
- International seminar ticket CLP\$ 120.000 p/p (US\$ 240)
- Expodigital ticket CLP\$ 45.000 p/p (US\$ 90)
- Official lunch ticket CLP\$ 35.000 p/p (US\$ 70)
- Business meeting round ticket CLP\$ 90.000 p/p (US\$ 180)
- Party ticket CLP\$ 35.000 p/p (US\$ 70)





# INBOUND MARKETING PACKAGE CHILE DIGITAL 2012

Through an international partnership, Chile Digital 2012 offers to the exhibitors articles creation and distribution through media and social networks.

## CAPABILITIES

- 928 Writers in 47 countries.
- Specialized technological platform for creation of high volume amount of articles.
- 6 languages

## INBOUND MARKETING PACKAGE CHILE DIGITAL 2012 FOR EXHIBITORS.

- 4 articles in spanish.
- Distribution in blog Chile Digital 2012, social networks and a network of 40 medias and 20 specialized reporters.
- Cost CLP\$ 1.500.000 (US\$ 3.000)
- Value Spanish and English CLP\$ 2.500.000 (US\$ 5.000)





Contact:

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