

**Latinamerican Congress  
Technologies and Digital Marketing**





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



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 increasing IT and digital marketing services. The region offers an interesting market potential for global services and digital marketing services providers. **Furthermore Chile is ranked 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.

**I. EXPODIGITAL**

**II. INTERNATIONAL SEMINAR**

**III. BUSINESS MATCHING MEETING**

**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



ESPACIO RIESCO 12/12/2012

- EXPODIGITAL
- BUSINESS MEETING
- INTERNATIONAL SEMINAR
- VENTURE CAPITAL FORUM
- PARTY

## + 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



**CHILE  
DIGITAL  
2012**

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



**Tristán Elosegui**  
VP iCrossing  
Spain and Latin  
America



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



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



**Juan Damia,**  
Co-fundador Intellignos,  
Regional Latam Digital  
Analytics Association



**¿DO YOU WANT TO BE  
A SPEAKER?**

Apply from July 23 to 15  
September , 2012.

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



**BBG** Bio Business Group

**UMM**<sup>®</sup>  
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.



## I. EXPODIGITAL

**+100** Exhibitors in expodigital

**+ 5.000** attendants to the expodigital

## II. BUSINESS MEETING SESSION

**+ 800** business meetings between Latin American decision makers and international companies

## III. INTERNATIONAL SEMINAR/PARALLEL LECTURES

**+ 1000** attendants to the international seminar and parallel lectures (+ 20.000 viewers via streaming)

**+ 30** Speakers

## EXPECTED NUMBERS IN CHILE DIGITAL 2012

### IV. VENTURE CAPITAL FORUM

**US\$ 50 MILLION** 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

### V. MEDIA

**+ 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.

**+ 400** Latin American decision makers and authorities in the official business lunch and party.

For more information on coverage and contents, visit [www.chiledigital2012.com](http://www.chiledigital2012.com)

## 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

# EXHIBITORS OPPORTUNITIES



**CHILE  
DIGITAL  
2012**

• PLATINIUM

• GOLD

• SILVER



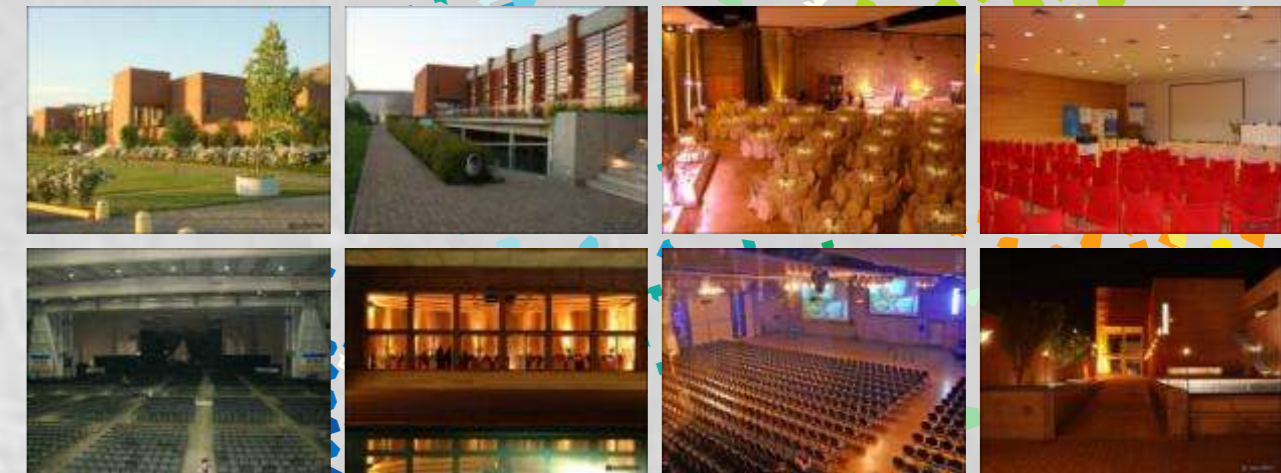


**Dimensiones**

Largo	60 mts.
Ancho	28 mts.
Alto	6.5 mts.
Superficie	1680 m <sup>2</sup>
Resistencia Piso	1500 kg/m <sup>2</sup>

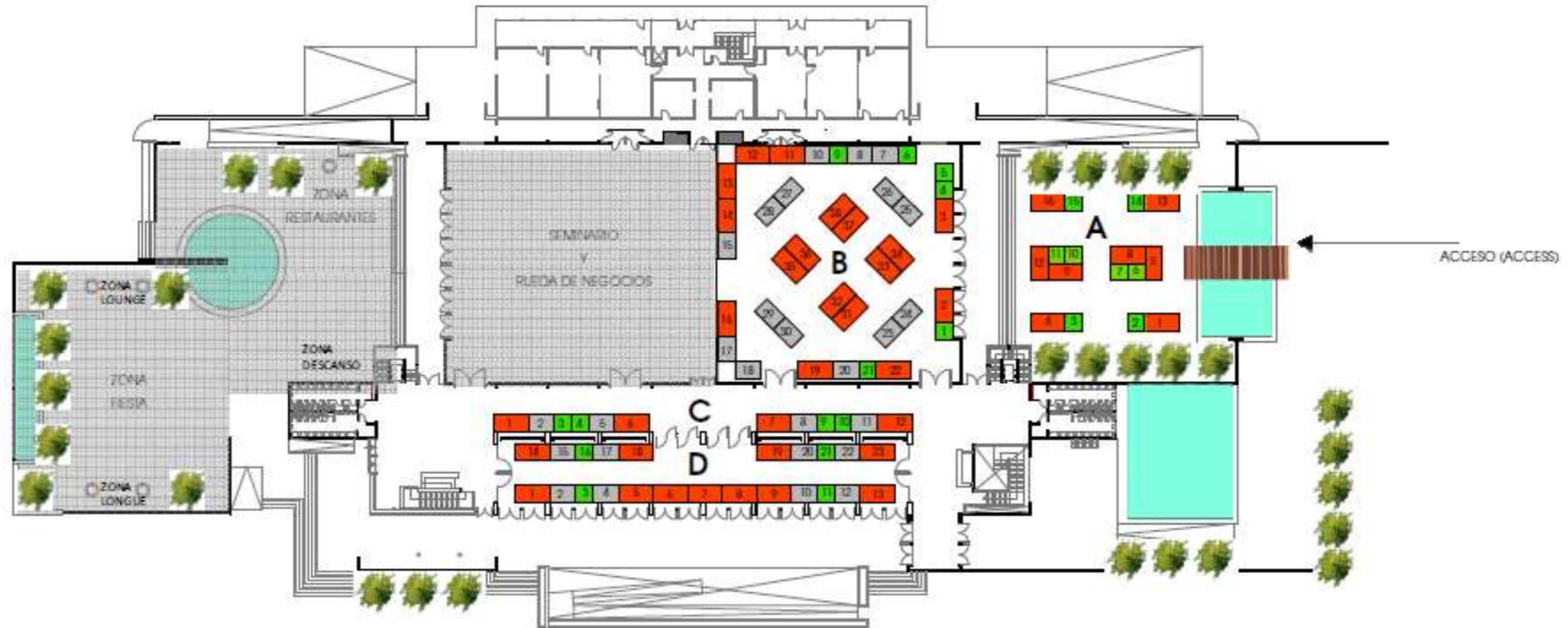
**Tipo de Montaje**

Auditorio	2300
Escuela	1100
Cena	1200
Cocktail	3000






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**

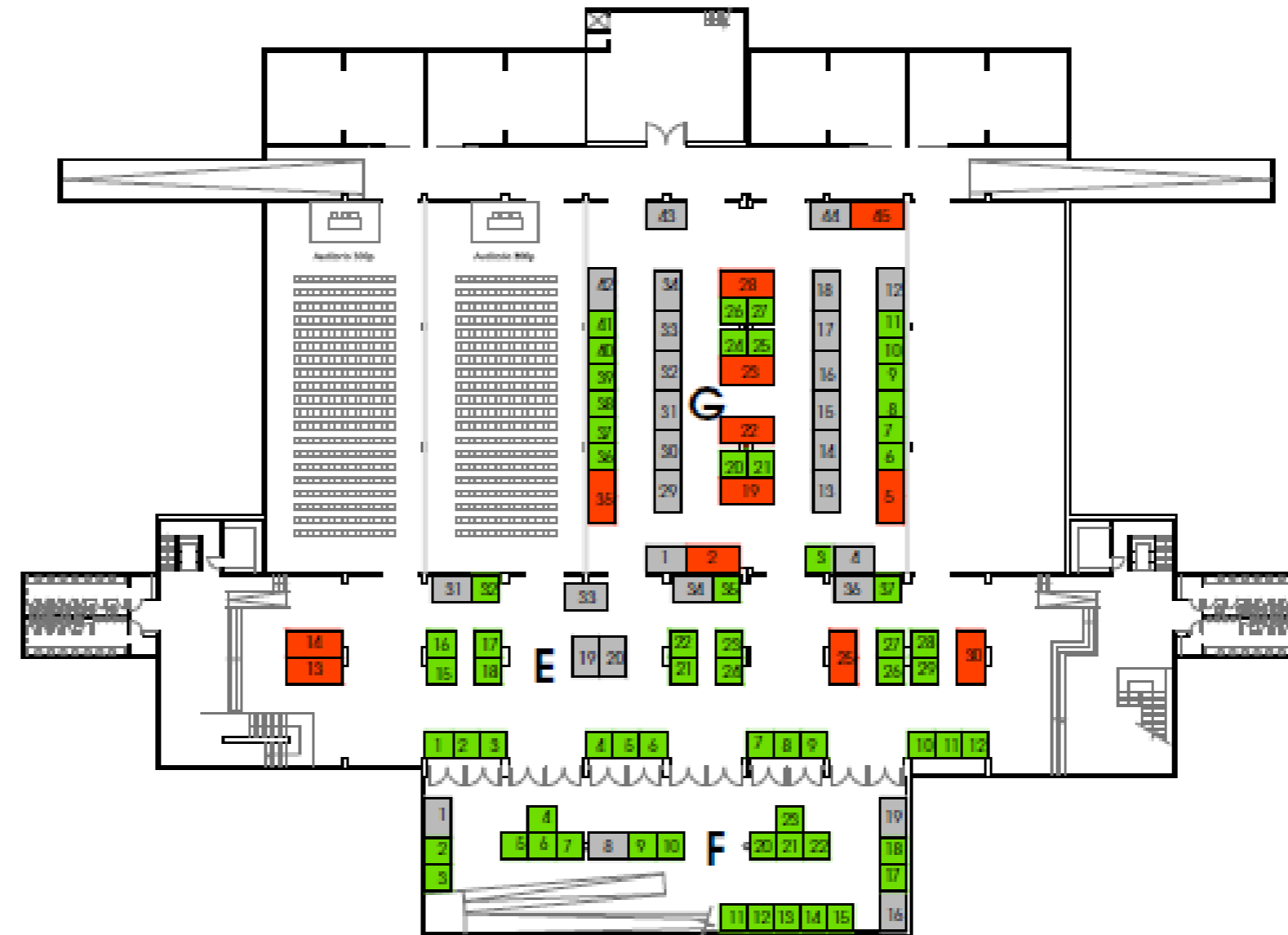
	2 x 2 metros	4 UN.
	2 x 3 metros	4 UN.
	2 x 4 metros	4 UN.
TOTAL: 12 STANDS (12 BOOTH)		

**D**




	2 x 2 metros	4 UN.
	2 x 3 metros	6 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)		



**CHILE  
DIGITAL  
2012**

**ADDITIONAL SERVICES**





Contact:

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