



**PACKEvolution**  
LATINOAMÉRICA

# SPONSORSHIP PROSPECTUS

OCTOBER 16-17, 2024 | GUADALAJARA, MX

[www.PACKEvolution.com](http://www.PACKEvolution.com)



# ABOUT THE EVENT

## KEY TECHNOLOGIES AND TRENDS: RESHAPING THE FUTURE OF PACKAGING IN LATIN AMERICA

In Latin America, CPGs, retail chains, packaging manufacturers, packaging materials suppliers, OEMs – and the different actors of this value chain – recognize the pivotal role that packaging innovation plays to position their products and captivate consumers.

This international forum, presented by *Mundo EXPO PACK*, gathers top-notch global knowledge leaders as speakers to generate sound conversations and networking by exploring the present and future of packaging in Latin America.

## 2023 FEATURED EDITORIAL SPEAKERS



**Luiza Adelita de Andrade**  
Gerente de Desarrollo de  
Empaque - Nuestras  
Marcas, Walmart México y  
Centroamérica



**Sofia Diaz Rivera Ollivier**  
Gerente de economía  
circular y abasto  
sostenible, Danone



**Eduardo Herrera Baleon**  
Director de  
Operaciones, Grupo  
Herdez



**Julian Lara**  
Gerente de Desarrollo de  
Empaque Para  
USA/MEX/LATAM, Perfetti  
Van Melle Mexico



**Lizeth Manriquez**  
Gerente de Investigación y  
Desarrollo de Empaques,  
Kraft-Heinz Company



**Jesús Núñez**  
Fundador y Director General,  
Safta Food Ingredients and  
Miraestels Foods, S.A. de C.V.



**Gerardo Perez**  
Gerente de Ingeniería y  
Proyectos,  
Sabormex



### SPONSORED SPEAKING OPPORTUNITIES ARE AVAILABLE!

Add your name to the agenda and stand out as a thought leader in the industry by participating in a Q&A session on the mainstage, joining a panel discussion, or presenting a case-study session.

# WHAT MAKES PACKEVOLUTION LATINOAMÉRICA UNIQUE?

## **Connect with Key Players in the Value Chain**

Gain unparalleled access to CPGs in the Latin American packaging value chain. Your sponsorship ensures direct engagement with decision-makers, fostering collaborations and business opportunities.

## **Position Your Brand as a Leader in Latin American Packaging Innovation**

As a sponsor, showcase your commitment to driving innovation in Latin America's packaging landscape. Associate your brand with the pivotal role packaging plays in product positioning and consumer engagement, demonstrating leadership and forward-thinking in the industry.

## **Visibility Across Mexico**

Elevate your brand visibility not only locally but throughout Mexico. Our event draws participants and attention from across the country, providing your company with an extensive platform to showcase your products, services, and innovations.

## **Thought Leadership Opportunities**

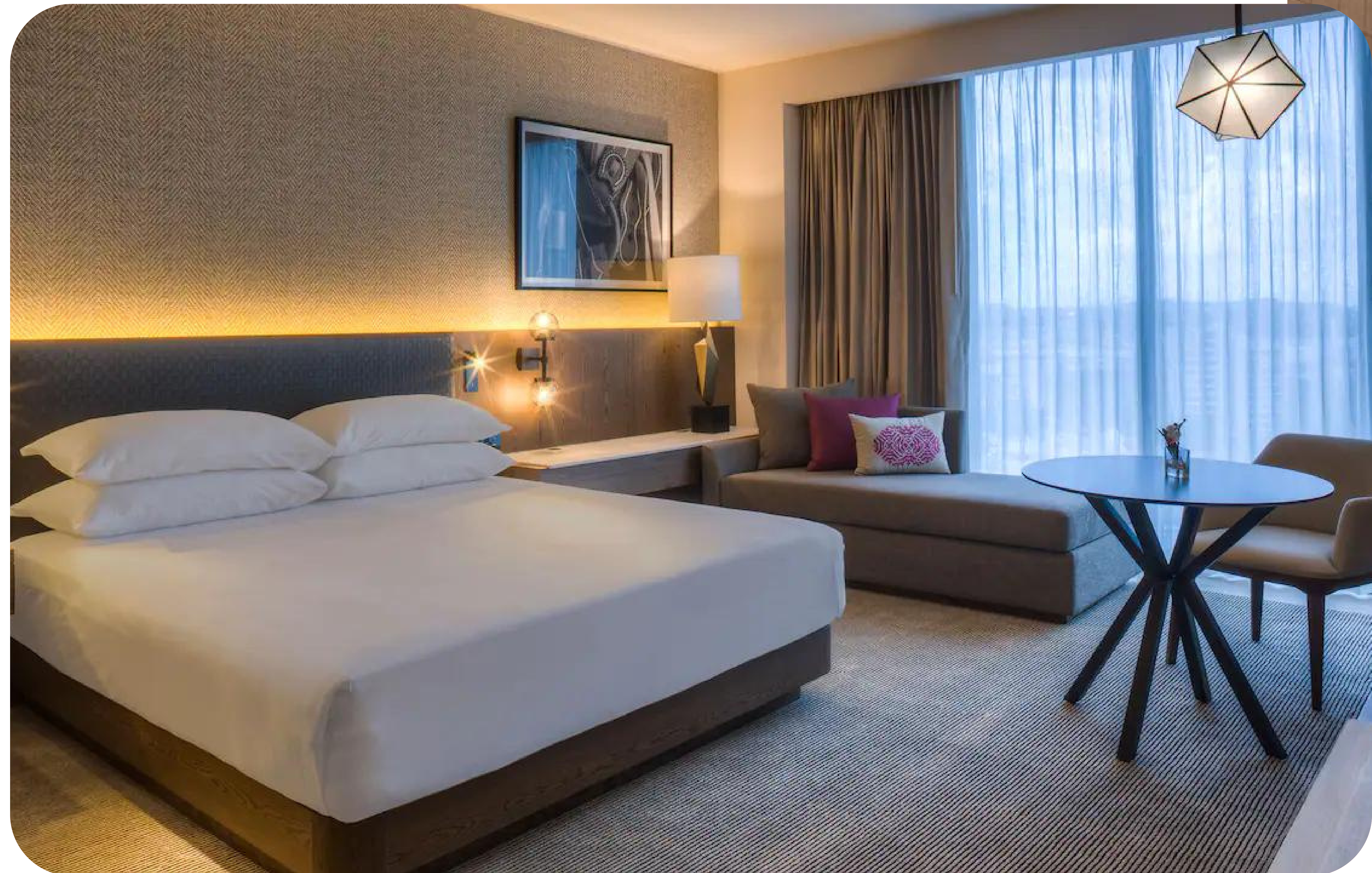
Showcase your expertise by participating in panel discussions, workshops, or exclusive speaking sessions. Your company will be positioned as a thought leader actively contributing to conversations about the present and future of packaging in Latin America.



VENUE

# HYATT REGENCY ANDARES GUADALAJARA

At Hyatt Regency Andares Guadalajara, enjoy an exclusive location in one of the most famous cities in Mexico. Our hotel in Jalisco's high-end Zapopan district puts you steps from luxury shopping at the Andares Mall and a vibrant restaurant and nightlife scene. Unwind with an art-craft cocktail at the hotel's Andares Lounge terrace overlooking the bustling shopping center. Explore the city of Guadalajara or take a tour of Tequila; our hotel's open-air lap pool will be waiting for you on your return.



# AGENDA-AT-A-GLANCE

## Wednesday, October 16, 2024

- 7:00 AM Networking Breakfast
- 8:30 AM Welcome Address
- 8:45 AM Keynote Panel
- 9:30 AM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 10:00 AM Networking Coffee Break
- 10:45 AM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 11:15 AM Keynote Panel (Gold Sponsor Opportunity)
- 12:00 PM Networking Lunch
- 1:30 PM Executive Interview (Diamond Sponsor Opportunity)
- 1:45 PM Keynote Panel (Gold Sponsor Opportunity)
- 2:30 PM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 3:00 PM Networking Coffee Break
- 3:45 PM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 4:15 PM Keynote Panel
- 5:00 PM Close

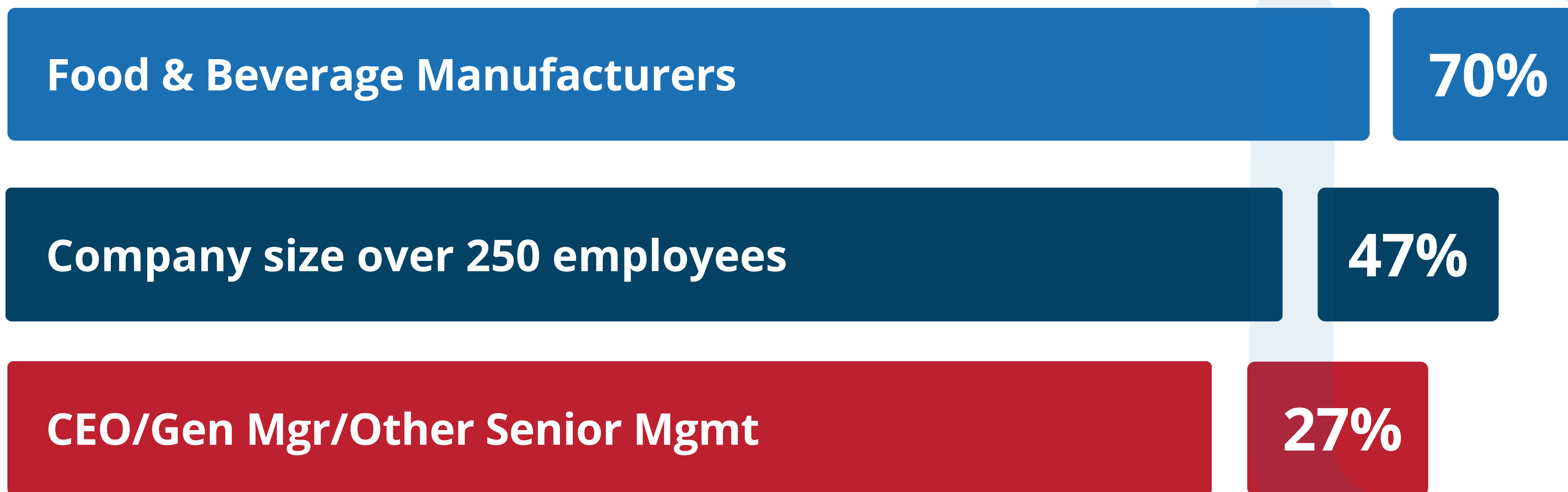
## Thursday, October 17, 2024

- 7:00 AM Networking Breakfast
- 8:30 AM Welcome Address
- 8:45 AM Keynote Panel
- 9:30 AM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 10:00 AM Networking Coffee Break
- 10:45 AM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 11:15 AM Keynote Panel (Gold Sponsor Opportunity)
- 12:00 PM Networking Lunch
- 1:30 PM Executive Interview (Diamond Sponsor Opportunity)
- 1:45 PM Keynote Panel (Gold Sponsor Opportunity)
- 2:30 PM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 3:00 PM Networking Coffee Break
- 3:45 PM Case-Study (Diamond/Platinum Sponsor Opportunity)
- 4:15 PM Keynote Panel
- 5:00 PM Close

# TARGETED ATTENDEE JOB TITLES

- Packaging Design Manager
- C-Level Suite
- Packaging Development Manager/Director
- Packaging R&D Engineer
- Packaging Innovation Manager
- Vice President of Packaging
- Brand Manager/Director
- Procurement/Purchasing Manager/Director
- Sustainable Packaging Specialist
- Sustainability Manager/Director

# ATTENDEE PROFILE



[www.PACKEvolution.com](http://www.PACKEvolution.com)

\*Data reflective of 2023 attendee registrations as of 10/20

# 2023 Attendee Companies

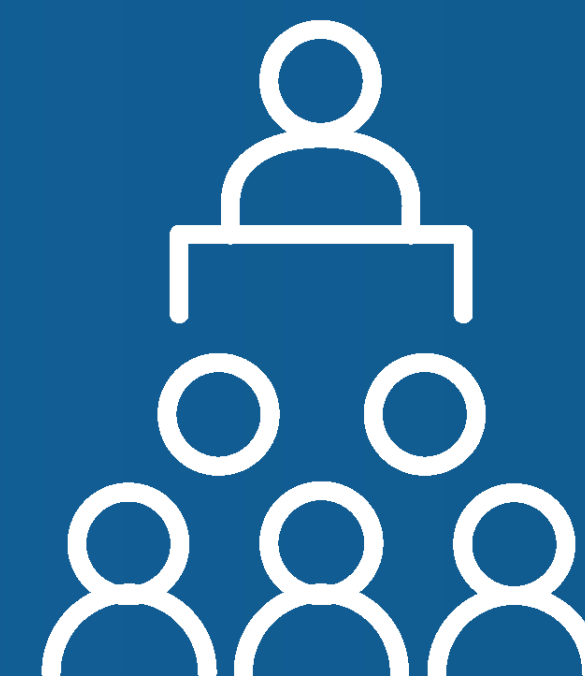


## TOP REASONS TO SPONSOR

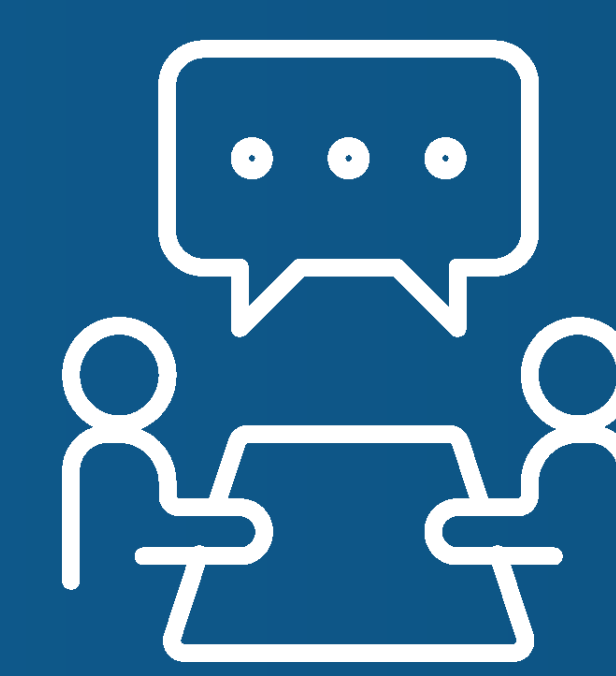
Branding & Awareness



Thought Leadership



Networking & Lead Generation



Showcase Products & Solutions



Develop Relationships



# LIVE STREAM & VIDEO LIBRARY

All of the main stage sessions will be live streamed on [PACKEvolution.com](https://PACKEvolution.com) for registered viewers.

Following the live event, content will be made available on-demand in our Video Library — extending the reach of your message to a broader audience who may have been interested but were unable to attend in-person or live online.

## What this means for sponsors:

- More engagement opportunities pre-, during, and post-event
- Greater lead generation potential (250+ signed up in 2023)
- Wider geographic reach
- More targeted and qualified leads



# SPONSORSHIP PACKAGES

## DIAMOND SPONSORS

2 Available

### PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (14-days out)
- Account based marketing (provide target prospect list, up to 50 accounts)
- \*10 VIP Meetings – exclusive email introduction to pre-selected attendees for possible matchmaking
- Pre-event Webinar – participate in a promotional webinar 8-weeks prior to the event
- Pre-event email to registration list

### ONSITE

#### Event Access

- 5 Staff passes
- 20 Client/prospect/end user passes (non-staff members)

#### Brand Awareness & Experience

- Logo on event signage
- 6' Display table to showcase small format machinery
- Push notification in mobile app
- Recognition during welcome address
- Logo on main stage backdrop
- Mobile app display ad
- Sponsor breakfast, lunch or refreshment break – includes branding & recognition
- Private meeting room

### Thought Leadership

- Executive interview on the main stage (15-min)
- Case-study/thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

### POST-EVENT

- \*\*Complete registration list, including full contact information
- Session attendance report
- Video Library registration list
- Video Library video view report
- Sponsored content download report

**RATE: \$20,000**



*\*Email introduction only. PACKEvolution is not responsible for organizing or executing meetings between the parties.*

*\*\*Attendee Name, Title, Company, Country, Email Address*

*Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.*



# SPONSORSHIP PACKAGES

PLATINUM SPONSORS

ONLY 7 REMAINING

## PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (7-days out)
- \*5 VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking

## ONSITE

### Event Access

- 4 Staff passes
- 15 Client/prospect/end user passes (non-staff members)

### Brand Awareness & Experience

- Logo on event signage
- 6' Display table to showcase small format machinery
- Push notification in mobile app
- Recognition during welcome address
- Sponsor breakfast, lunch or refreshment break – includes branding & recognition

## Thought Leadership

- Case-study/thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

## POST-EVENT

- \*\*Complete registration list, including full contact information
- Session attendance report
- Video Library registration list
- Video Library video view report
- Sponsored content download report

**RATE: \$15,000**

*\*Email introduction only. PACKEvolution is not responsible for organizing or executing meetings between the parties.*

*\*\*Attendee Name, Title, Company, Country, Email Address*

*Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.*

# SPONSORSHIP PACKAGES

**GOLD SPONSORS**

6 Available

## PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (7-days out)

## ONSITE

### **Event Access**

- 3 Staff passes
- 10 Client/prospect/end user passes (non-staff members)

### **Brand Awareness & Experience**

- Logo on event signage
- 6' Display table to showcase small format machinery

## **Thought Leadership**

- Invite a client or internal subject matter expert to join a main stage panel discussion, moderated by a *Mundo EXPO* PAK editor (45-min)
- Video recording of presentation offered in post-event video library

## POST-EVENT

- \*Session attendance report
- Video Library video view report
- Sponsored content download report

**RATE: \$10,000**

\*Attendee Name, Title, Company, Country, Email Address

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

# ADDITIONAL MARKETING OPPORTUNITIES

## VIP Dinner - \$15,000

- VIP Dinner – a private dinner for VIP attendees, plus sponsor staff at a premiere restaurant onsite
- Attendees – VIP invitation and registration services. A max of 25 VIP dinner guests may attend, plus staff members from PMG and sponsor attendees. Full contact info for all conference VIP attendees provided (name, company, title, email)
- Introduction – sponsor representative can make introductory remarks and welcome guests during dinner
- Branding – sponsor branding on signage as well as the dinner menus

## Registration Sponsor - \$10,000

- Welcome Signage – sponsor branding on conference registration counters
- Check-In Kiosk – sponsor branding on iPad check-in screen
- Lanyard – exclusive branding on conference badge lanyards
- Registration Email – branding on attendee email confirmations
- \*\*Complete registration list, including full contact information

## Live Stream Sponsorship

- **Exclusive - \$15,000**
- **Existing - \$10,000** (only for existing sponsors)
- Branding on all Live Stream promotions
- Branding on Live Stream landing page
- Branding on event website
- Video pre-roll ad
- Complete registration/attendance report for live stream viewers

## Wi-Fi - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

## Mobile App - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

## Water Stations - \$4,500

- Branded water jug covers and reusable water bottles

## Keynote Seat Drop - \$2,500

- Provide an item to be placed on each seat prior to a keynote

# ABOUT US



## **Mundo EXPO PACK**

*Mundo EXPO PACK* connects suppliers with professionals who package, process and automate in Mexico and Latin America. Published in Spanish, media channels include the Mundo Show Issue, (produced in conjunction with EXPO PACK Mexico and EXPO PACK Guadalajara), newsletters, social media, MundoEXPOPACK.com and other digital products.

Learn more at [MundoEXPOPACK.com](http://MundoEXPOPACK.com)



## **PMMI Media Group**

PMMI Media Group is a market-leading B2B media company that produces information for packaging, processing and automation professionals, bringing together solution providers and end users and facilitating connectivity throughout the supply chain. Its world class media brands — *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing + Packaging*, and *Mundo EXPO PACK* — are proven leaders in covering this diverse and dynamic marketplace, and its digital products incorporate leading edge media technologies to deliver informed, actionable business intelligence to the industry.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 950 North American manufacturers and suppliers of equipment, components, and materials as well as providers of related equipment and services to the packaging and processing industry.

Learn more at [PMMIMediaGroup.com](http://PMMIMediaGroup.com)

## SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD
<b>Total Available Price</b>	<b>2 \$20,000</b>	<b>8 \$15,000</b>	<b>6 \$10,000</b>
<b>PRE-EVENT</b>			
Logo, link, and company description on website and in mobile app	X	X	X
Logo on select marketing materials	X	X	X
One (1) LinkedIn post announcing sponsor's participation	X	X	X
Access to attendee list and meeting scheduling tool	14-days Out	7-days Out	7-days Out
Account based marketing (provide target prospect list, up to 50 accounts)	X	X	
VIP Meetings – exclusive email introduction to pre-selected attendees for possible matchmaking	10	5	
Pre-event Webinar – participate in a promotional webinar 8-weeks prior to the event	X		
Pre-event email to registration list	X		
<b>ONSITE</b>			
<b>Event Access</b>			
Staff passes	5	4	3
Client/prospect/end user passes (non-staff members)	20	15	10
<b>Brand Awareness &amp; Experience</b>			
Logo on event signage	X	X	X
6' Display table to showcase small format machinery	X	X	X
Push notification in mobile app	X	X	
Recognition during welcome address	X	X	
Sponsor breakfast, lunch, refreshment break or networking reception – includes branding & recognition	X	X	
Logo on main stage backdrop	X		
Mobile app display ad	X		
Private meeting room	X		
<b>Thought Leadership</b>			
Executive interview on the main stage (15-min)	X		
Case-study/thought leadership presentation (30-min)	X	X	
Invite a client or internal SME to join a main stage panel discussion, moderated by a <i>Mundo EXPO PACK</i> editor (45-min)			X
Video recording of presentation offered in post-event video library	X	X	X
<b>POST-EVENT</b>			
**Complete registration list including full contact information	X	X	
Session attendance report	X	X	X
Presentation hosted in post-event video library	X	X	X
Video Library registration list	X	X	
Video viewer report	X	X	X
Sponsored content download report	X	X	X

\*\*Attendee Name, Title, Company, Postal Address, Email Address

**Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.**



Presented by: **mundo EXPO PACK**

## SPONSORSHIP HIGHLIGHTS

### Speaking Opportunities!

Stand out as a thought leader in the industry with an executive interview on the main stage, joining a panel discussion or leading a breakout session.

### VIP Meetings!

Diamond and Platinum level sponsors will receive email introductions to pre-selected attendees for possible matchmaking.

### Networking App!

A dedicated event mobile app with AI matchmaking will make it even easier for you to connect with brand owners and schedule 1:1 meetings. A digital marketplace will also allow you to share product information and resources with participants before, during and after the event.

### Client Entertainment!

Leverage this event as your own for client and prospect entertainment with complimentary passes for sponsor guests. Our events team can also work with you to secure a private meeting room, or plan a private dinner at one of the many restaurants at the nearby Andares Mall.

**PACKEvolution.com**

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# CONTACT US

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October 16-17, 2024 | Guadalajara, MX

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LATINOAMÉRICA

PRESENTED BY: **mun**do 

