

# EVENTOS



# SupplySide<sup>®</sup> WEST

# 2024





# PROMOTION FOR EVENTS

“LLAMEMOS LA  
ATENCIÓN”  
STAND OUT

## What is your need?

- **INCREASE brand AWARENESS**, loyalty and engagement through effective campaigns.
- **ATTRACT VISITORS** to SupplySide West to get more visits to the booth.
- **Reach NEW FOOD MANUFACTURERS** in the Spanish-speaking market.
- **INCREASE NOTORIETY** throughout the Region so that they see it as a reference.
- **INCREASE MARKET SHARE** in the Region by increasing the acquisition of new leads.
- **RECEIVE CONTACT DATA from:** Food and Beverage Companies, Dietary Supplement Companies, Nutraceutical Producers, Sports Nutrition Companies y +...



**WE CAN HELP YOU!**

# How can we help?

Increase **YOUR VISIBILITY**, the **RECOGNITION OF YOUR BRAND** in the Spanish-speaking market of the B2B Industry.

MORE than **10 YEARS** of **EXPERIENCE** creating valuable content for different B2B Industries.

Thanks to our extensive network of more than **28 MILLION VISITS PER YEAR** On our News portals and a **DATABASE** of 19,000 subscribers, **WE HELP** companies increase market share with personalized digital strategies.

## ACCESS THE STATISTICS OF EACH NEWS PORTAL



NÚMERO DE USUARIOS DURANTE LOS ÚLTIMOS 30 MINUTOS

**151**  
USUARIOS POR MINUTO



PAÍSES PRINCIPALES USUARIOS

Mexico	49
Colombia	23
Spain	15
Peru	14
United States	10

[Ver en tiempo real →](#)



# 1.- “Promotion in Events - Stand out **FULL**”



## BEFORE THE EVENT

SEE AN EXAMPLE

1. Mini clip (1 minute) to build anticipation and raise expectations. We will announce that we will be at your Company's Stand and thus generate intrigue and the excitement of a new launch/or whatever they have to announce.

2. 1 Article with Mini Clip Anticipation

## DURING THE EVENT

SEE AN EXAMPLE

3. Capture the attention of all attendees. We will not go unnoticed with the cameras and lights.

4. We will capture memorable moments while your company's team interacts with its customers.

5. On the coordinated date and time, we will conduct the interview at the stand.

6. We will share a video of less than 1 minute on all platforms. Thus generating more expectations.

7. Editing, Control and Approval process.

8. 1 video (one minute) thanking all the visitors at the event.....

9. 1 Mailing to the Database of all visitors (optional).....

SEE AN EXAMPLE

## AFTER THE EVENT

SEE AN EXAMPLE

10. We will launch an informative article that will include all the relevant aspects of your Company that includes the video Interview + lead capture form.

11. Your Company's video will be along with the most important companies at the Event.

12. A fragment of the interview will be included in the Video Summary and Conclusions of the Event.

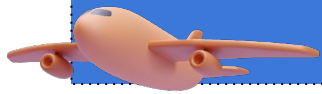
13. Finally, we will create 1 Miniclip +1 Article on the most important topics of the interview that will be published during the rest of the months, giving them more visibility throughout the year.



650 Mil Impressions per year  
Cost per impression 0,004

Annual Price  
USD 2.897

We have just **two spots remaining**



## 2.- “Promotion in Events - Stand out **SIMPLE**”



### DURING THE EVENT

[SEE AN EXAMPLE](#)

1. Capture the attention of all attendees. We will not go unnoticed with the cameras and lights.
2. We will capture memorable moments while your company's team interacts with its customers.
3. On the coordinated date and time, we will conduct the interview at the stand.
4. We will share a video of less than 1 minute on all platforms. Thus generating more expectations.

### AFTER THE EVENT

[SEE AN EXAMPLE](#)

5. Editing, Control and Approval process.
6. We will launch an informative article that will include all the relevant aspects of your Company that includes the video Interview + lead capture form.
7. Your Company's video will be along with the most important companies at the Event.
8. A fragment of the interview will be included in the Video Summary and Conclusions of the Event.
9. Finally, we will create 1 Miniclip +1 Article on the most important topics of the interview that will be published during the rest of the months, giving them more visibility throughout the year. [SEE AN EXAMPLE](#)

We have just **two spots remaining**

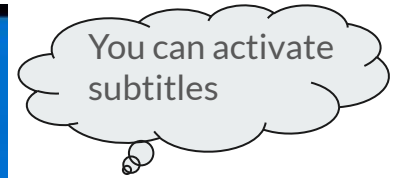


250 Mil Impressions per year  
Cost per impression 0,008

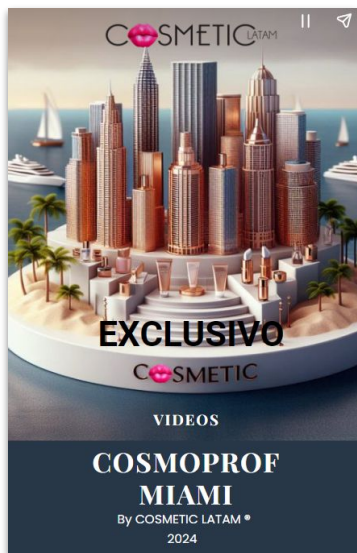
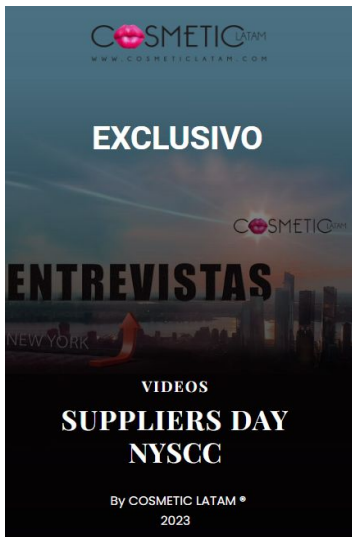
**Annual Price**  
**USD 2.197**

## SUCCESS STORIES

### “From Invisible to Invincible” ¡Las Estrategias de Eventos que te hacen SER un LÍDER!



# SUCCESS STORIES IN COMPANY PROMOTION AT EVENTS



**WEBINAR EN ESPAÑOL - CLR BERLIN**

Lígen los más completos Webinars en Español Creados Específicamente para el Mercado Latinoamericano...

[LEER MÁS](#)

**Dermacalm en el Cosmetorium e In-Cosmetic Asia: Innovación en Estudios de Eficacia Cosmética**

No te pierdas la oportunidad de conocer a Dermacalm en persona en Cosmetorium y en el In-Cosmetic Asia. Expertos en Eficacia Cosmética...

[LEER MÁS](#)

**Lubrizol en FOOD TECH SUMMIT & EXPO: Innovación y Avances en Nutracéuticos**

Lubrizol en FOOD TECH SUMMIT & EXPO: visita el Stand 1816 y descubre las Innovaciones y Avances en Nutracéuticos...

[LEER MÁS](#)



Me siento honrada cada día de poder ayudar y hacer crecer a la comunidad habla hispana, ofreciendo oportunidades para que puedan conectar fácilmente

Agenda una videollamada y cuéntame tus dudas. Será un placer responderte.



THANK YOU



+1(786) 775 8189 VM@MIFOCUSMEDIA.COM

Vanesa Micolucci

ENVIAR MENSAJE

The screenshot shows a meeting booking interface for Vanesa Micolucci. At the top, there is a profile picture and a header image with the Focus Media logo and various office icons. Below the profile picture, the name "Vanesa Micolucci" is displayed, followed by the title "Agendar Sesión Estratégica". A clock icon indicates a 45-minute duration. A description states: "Los detalles de la conferencia web se proporcionan en la confirmación." Below this, a paragraph reads: "Habla con un experto de nuestro equipo para conocer tu caso, profundizar en tus objetivos y ver honestamente si podemos ayudarte." To the right of the text is a calendar for April 2023. The calendar shows days from 1 to 30, with specific dates (11, 14, 17, 18, 21, 22, 24, 25, 28) highlighted in blue circles. At the bottom, there is a "Zona horaria" section showing "Hora del este (EE.UU. y Canadá) (12:22pm)".