



2023

**SPONSORSHIP
OPPORTUNITIES**

LATIN AMERICA & IBERIA

As part of the AVIXA® mission to be the trusted hub in terms of Content, Community, and Connections to its members worldwide, and to act as a Catalyst for the global market growth for the audiovisual integrated experience industry, we want to help you to amplify your brand, make connections throughout the year to your target audience, and be seen as a thought leader.

There are a variety of ways at multiple price points. Take a look at our activities within Latin America during the year 2023 and to find a sponsorship opportunity that fits your needs.

In the spirit of avoiding direct competition between sponsors and providing the opportunity for participation to all interested parties, we will try to prevent the presence of two or more sponsors considered direct competitors in the same activity.

PRIORITY OF SPONSORSHIP

AVIXA reserves the right to consider the confirmation or otherwise of each company based on conversations with potential sponsors, because priority will be given to those companies that have sponsored AVIXA activities in Latin America in previous years. We ask for understanding of all the companies involved.

ABOUT SPONSORSHIP

AVIXA will always have and promote a neutral environment for all its programs. We strongly suggest our sponsors to encourage audiences to work collaboratively and to promote professionalism within the messages delivered by them in the sponsored spaces. Other sponsorship interests if not listed in this document are open to be discussed with your local representative.

SPONSORSHIP OPTIONS



CREATE BROAD AWARENESS FOR YOUR BRAND

WEBINARS

SPANISH: US\$ 500
PORTUGUESE: US\$ 400

Webinars are one-hour online seminars held monthly, comprising different themes, such as industry changes, project management, business tips, and technical aspects to be applied in real-world situations.

For 2023 we have scheduled 10 webinars in Spanish and 6 in Portuguese. Selected areas for 2023 are: Digital Signage, Content & Streaming, Conference & Collaboration, Networked AV and Learning.

Benefits:

- Direct contact with your audience through the webinar platform
- Opportunity to present a new product and/or the technology before the webinar
- 2 sponsors per event
- Exclusive sponsorship option
- Recognition at the beginning of the event
- Sponsor's logo image at the beginning of event
- Recording of the event for future views
- Opt-in registration list and webinar recording provided
- Estimated number of participants: 250+
- Webinar promoted on the AVIXA Webinar page and on the Events page
- Interviews with sponsors to generate case studies and articles to be published in all AVIXA communication channels

SPONSORSHIP OPTIONS

MANUFACTURER WEBINAR

SINGLE WEBINAR: \$3,000 USD
TWO OR MORE: \$2,500 USD EACH

Manufacturer Webinars provide a way to reach the AVIXA Audience to connect about your company, products, or trends, and how the technology behind your products can make a huge difference on end user projects and the overall user experience.

Since 2009, these webinars have provided a platform to amplify your brand and provide information for insights into new products and emerging technologies, promote innovations, facilitate conversations about ideas and products, and most importantly educate the attendee.

Availability: Select Tuesdays and Thursdays through December 14, 2023.

Regions Available: Latin America

Thought Leadership:

- 60 Minute Webinar to give a custom presentation on new products, technologies, and use cases.
- Webinar content developed and delivered by sponsor. Sponsor can incorporate product demos, videos, and use the time as they see fit.
- Time allotted for Q&A from the audience.

Marketing and Brand Boost from AVIXA:

- Webinar listing on the AVIXA Webinar page and on the AVIXA Events page.
- Webinar content and application fee is submitted on your behalf to AVIXA Certification Committee to be approved for Renewal Units as a part of the RU Provider Program.
- Webinar highlighted as a part of the standard AVIXA Webinar email campaign. This includes: Upcoming general Webinar social media posts on LinkedIn and Facebook.

- AVIXA to send a follow up email from the webinar platform to all registrants thanking them for attending or registering and providing the recorded webinar link.

Lead and Demand Generation

- GDPR compliant opt-in registration list with full names, emails, location, job title*, industry role*, certification status*, and company name*.
- Your webinar recording: repost this webinar on your website, social media channels, and even use it in your future marketing campaigns.
- Survey feedback from attendees: get information on why they attended, what did they like about the presenters, what they liked about the presentation, and what they would like to see in the future.

**if provided by the attendee.*



AVIXA SPONSORSHIP WEBINAR OPPORTUNITIES



AVERAGE NUMBER OF ATTENDEES
PER WEBINAR IN 2021 and 2022

100



AVERAGE LIST SIZE FOR EMAIL
MARKETING IN LATIN AMERICA & IBERIA

17,000



HIGHEST NUMBER OF ATTENDEES
FOR A SINGLE WEBINAR IN 2021

267

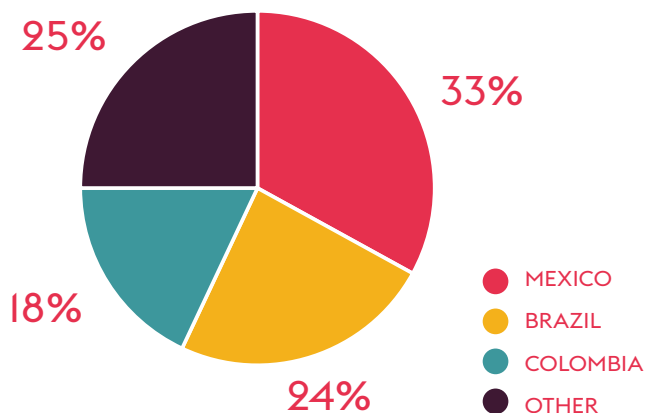
TOTAL NUMBER OF REGISTRANTS IN 2021



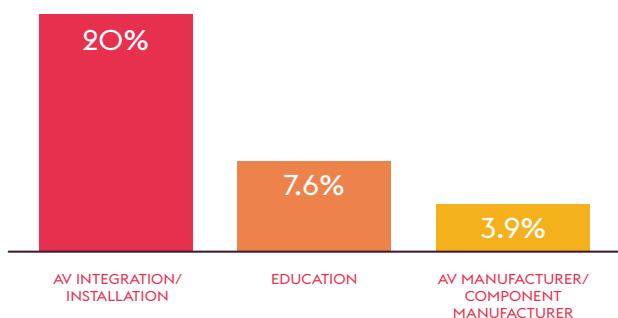
4,826

2021/2022 ATTENDANCE RATE:
42%

TOP COUNTRIES



3 LARGEST INDUSTRIES OF ATTENDEES



TOP 5 JOB TITLES



PROJECT
MANAGER:
2.35%



AV
TECHNICIAN:
1.28%



DESIGN
ENGINEER:
1.28%

AVERAGE NUMBER OF PEOPLE
WHO REGISTERED FOR A
WEBINAR IN 2021 AND 2022

121

EMAILS DEDICATED
TO WEBINARS
AND POWER HOURS

2 per month

NUMBER OF CONTACTS
REACHED THROUGH
SOCIAL MEDIA MARKETING

8,000+



ACCOUNT
MANAGER:
1.01%



ENGINEER:
1.01%

SPONSORSHIP OPTIONS



RELATE YOUR BRAND WITH THOUGHT LEADERSHIP

AVIXA MEMBERS' FORUM LATAM

VIRTUAL ONLY, SPANISH: US\$ 400
VIRTUAL ONLY, PORTUGUESE: US\$ 400
HYBRID (SPANISH OR PORT.): US\$ 800

The AVIXA® Members' Forum is an exclusive space for discussion and networking for AVIXA members who speak Spanish or Portuguese, as well as an opportunity to share experiences & ideas, learn general information about market intelligence studies and our technical training program and preparation for the CTS certifications. For 2023, AVIXA will hold 3 events in Spanish and 3 in Portuguese.

Benefits:

- 1 sponsor per event
- Promotion within our monthly newsletter (10K+ contacts)
- Promotion with invitational emails to full region industry database (18K+ contacts)
- Promotion in social media (8K+ contacts)
- Promotion with direct emails to members
- Recognition at the beginning of the event
- 3-minute speech at the beginning of event
- Sponsor's logo image at the beginning of event
- Estimated number of participants: 20+

SPONSORSHIP OPTIONS



GET ASSOCIATED WITH PROFESSIONAL GROWTH

1-DAY LIVE COURSES

SPANISH: US\$ 300
PORTUGUESE: US\$ 300

In 2023 AVIXA will hold 7 one-day live classes, 4 of which in Spanish and 3 in Portuguese. These classes will be presented by AVIXA instructors, and the sponsor can supply promotional material to be distributed to the audience, and a 10-minute presentation at the beginning of each class.

Benefits:

- 1 sponsor per event
- Promotion within our monthly newsletter (10K+ contacts)
- Promotion with invitational emails to full region industry database (18K+ contacts)
- Promotion in social media (8K+ contacts)
- Recognition at the beginning of the event
- 10-minute speech at the beginning of event
- Sponsor's logo image at the beginning of event
- Printed logo in student's material
- Estimated number of participants: 10-30

SPONSORSHIP OPTIONS



MAKE YOUR BRAND A BEACON FOR THE NEW EXPERTS OF THE INDUSTRY

CTS PREP VIRTUAL CLASSES

SPANISH: US\$ 500
PORTUGUESE: US\$ 500

In 2023, AVIXA will hold 3 virtual CTS Preparation classes. 2 of which in Spanish and 1 in Portuguese. These classes will be presented by AVIXA instructors, and the sponsor can supply promotional digital material to be distributed to the audience, and a 10-minute presentation at the beginning of the course.

Benefits:

- 1 sponsor per event
- Promotion within our monthly newsletter (10K+ contacts)
- Promotion with invitational emails to full region industry database (18K+ contacts)
- Promotion in social media (8K+ contacts)
- Promotion with direct emails to members
- Recognition at the beginning of the event
- 10-minute speech at the beginning of event
- Recording of the event for future views
- Estimated number of participants: 10-30

SPONSORSHIP OPTIONS



SPREAD KNOWLEDGE THROUGHOUT THE INDUSTRY

VIRTUAL FLASH MEMBER TRAININGS

SPANISH: US\$ 250
PORTUGUESE: US\$ 250

In 2023 AVIXA will hold 7 virtual trainings, 4 in Spanish and 3 in Portuguese. These short lessons will teach specific topics on AV technology, pointing to more ample AVIXA online courses on the subject. The sponsor will be awarded up to 10 non-member seats for each training.

Benefits:

- 1 sponsor per event
- Promotion within our monthly newsletter (10K+ contacts)
- Promotion with invitational emails to full region industry database (18K+ contacts)
- Promotion in social media (8K+ contacts)
- Recognition at the beginning of the event
- Sponsor's logo image at the beginning of event
- Opt-in Attendees' list & report
- Estimated number of participants: 35-50

SPONSORSHIP OPTIONS

AVIXA WOMEN'S - IBEROAMERICAN COUNCIL

\$1,000 PER EVENT

The mission of the AVIXA Women's – Iberoamerican Council is to provide a global community of AVIXA members and other professionals committed to supporting and empowering women who work in technology and AV industry. These networking functions will connect you with leaders in the AV industry who are focused on the cause for empowering women professionals in technology.

This Sponsorship will support the regional initiative of the AVIXA Women's Council with their personal and professional growth as individuals, for the industry, and the future of women in the industry. As a regional sponsor, you can position your brand to further champion Women in the AV industry, provide programming and professional development support, and so much more.

In 2023, AVIXA estimates that there will be 2 virtual events for the year.

- There is a limit of 2 sponsors for support of the regional Women's Council.
- Digital Logo placement in different communications.
- Sponsor may attend these virtual events
- 3-minute Speaking Opportunity at the virtual events on the support of Women within the AV industry.

Marketing and Brand Boost from AVIXA:

- Events listing on the AVIXA Events page.
- Event highlighted as a part of the AVIXA events email campaign. This includes upcoming general event social media posts on LinkedIn and Facebook.
- AVIXA to send a follow up email from the event platform to all registrants thanking them for attending or registering and providing the recorded event link.

Lead and Demand Generation

- GDPR compliant opt-in registration list with full names, emails, location, job title*, industry role*, certification status*, and company name*.
- Your webinar recording: repost this webinar on your website, social media channels, and even use it in your future marketing campaigns.
- Survey feedback from attendee: get information on why they attended, what did they like about the presenters, what they liked about the presentation, and what they would like to see in the future.

**if provided by the attendee.*

SPONSORSHIP OPTIONS



BRING YOUR BRAND TO THE CENTER OF THE INDUSTRY IN IBEROAMERICA

CONGRESO AVIXA

VIRTUAL, SPANISH: US\$ 10,000

In 2023 AVIXA will produce 1 edition of the Congreso for the Spanish and Portuguese audience.

The Congreso consists of a series of 45-minute lectures with highly regarded specialists of the AV world, distributed along 4 days in two weeks. It is aimed at AV professionals able to understand Spanish and Portuguese language from all over the globe.

The sessions will be recorded and available to the registered attendants for a 30-day period since the beginning of the program.

The selected sponsors will be non-direct competitors in their primary market.

Benefits:

- 3 sponsors per event
- Your logo listed on series of email marketing, social media posts, event details page, videos, and at the beginning of your exclusive presentations and at the end of all presentations.
- Exclusive virtual booth in the event platform to engage with your audience
- Participation as a speaker on an exclusive presentation (must be able to contribute as a Thought Leader to the content topic)
- 30+10 min technology-oriented presentation.
- Opportunity to present a case study or success story to be promoted within the global AV community in AVIXA communications channels and regional media outlets.
- Pre-recorded: 15-second speaking opportunity to talk about the importance of training and certification to help on the promotion of the event and your brand as a valued sponsor.
- Recording of the event for future views
- Opt-in Attendees' list & report
- Possibility to interact at the Congreso room in AVIXA Xchange for direct contact with the audience before, during and even after the event.



AVERAGE NUMBER OF ATTENDEES
IN ALL EDITIONS 2020 TO 2022

4,267



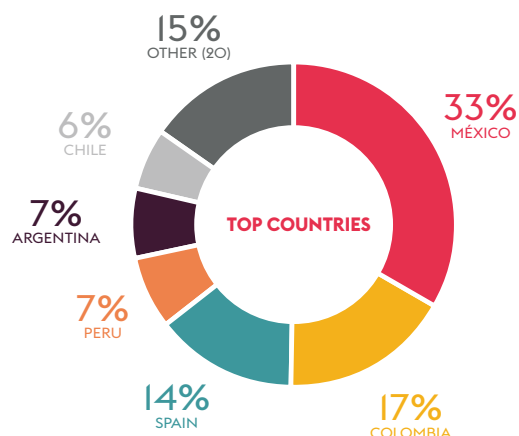
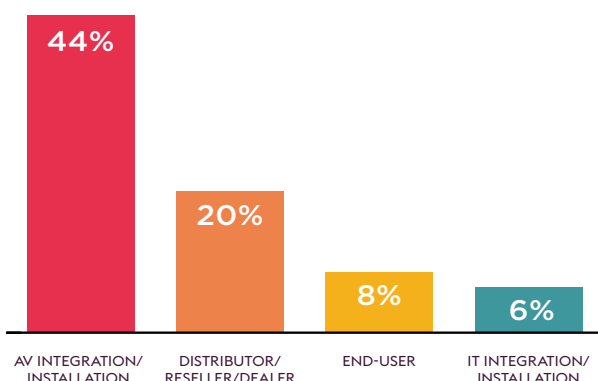
AVERAGE LIST SIZE FOR EMAIL.
MARKETING IN LATIN AMERICA AND IBERIA -
INCLUDING INFOCOMM PARTICIPANTS

18000+

NEW PLATFORM



4 LARGEST INDUSTRIES OF ATTENDEES



TOP 5 POSITIONS



EMAILS DEDICATED WITH
SPONSOR LOGO EXPOSITION

10 EMAILS
average

SOCIAL MEDIA PROMOTION

8,000+
contacts reach

PAID ADS PROMOTION

100K+
contacts reach

94% AGREED THAT THE CONGRESO CONTENT
IS RELEVANT TO THEIR CAREER.

99% SAID THEY CAN APPLY WHAT THEY
LEARNED IN THEIR DAILY ACTIVITIES.

SPONSORSHIP OPTIONS



SUPPORT THE NEXT GENERATION OF AV EXPERTS

PREMIUM/STUDENT MEMBERSHIP PROGRAM (INDIVIDUAL MEMBERSHIP)

This is a separate ongoing sponsorship opportunity, where a company (manufacturer/distributor) sponsors any number of individuals to become AVIXA Premium Members. The sponsor selects the number of participants they wish to sponsor, and the beneficiaries must sign a Letter of Commitment by which they agree to take two online courses and the RAVT Exam within 120 days of receiving the membership.

In most of Latin America's countries the individual Premium membership has a cost of 49 USD, and the individual Student Membership has a cost of 13 USD.

With only 1300 USD you can help 100 students to better understand our industry or be more prepared when joining it.

Estimated Number of participants: by sponsor's criteria.

SPONSORSHIP OPTIONS



LEADERBOARD AD REGIONAL NEWSLETTER

INVESTMENT: \$2,500 PER THREE MONTHS



If it is impressions and reach you are interested in, check out AVIXA's regional newsletter that touches engaged audiences. This is a detailed guide with the next steps you can expect as an advertising sponsor.

- Leaderboard Ad in the newsletter, may include a link (Ad provided by sponsor).
- AVIXA staff will share test proofs to ensure links work properly

SCHEDULE OF ACTIVITIES



FEBRUARY 2023

			1	2	3	4
			Integrated Systems Europe			
5	6	7	8 	9	10	11
12	13	14	15 	16	17	18
19	20	21	22	23	24	25
26	27	28				













 February 1-3
Integrated Systems Europe

 February 8
Webinars (Spanish)

 February 15
Webinars (Portuguese)

SCHEDULE OF ACTIVITIES

MARCH 2023

			1 	2	3	4
5	6	7 	8	9  	10	11
12	13	14 	15	16 	17	18
19	20	21 	22	23 	24	25
26	27	28  	29 	30 	31	

 **March 1**
Webinars (Spanish)

 **March 7 & 9**
CTS Prep (Spanish)

 **March 9**
Virtual Flash Member Training (Both)

 **March 14 & 16**
CTS Prep (Spanish)

 **March 21 & 23**
CTS Prep (Spanish)

 **March 28 & 30**
CTS Prep (Spanish)

 **March 28**
AVIXA Member Forum (Portuguese)

 **March 29**
Live Course (Portuguese)

APRIL 2023

						1
2	3	4	5 	6	7	8
9	10	11	12 	13	14	15
16	17	18	19 	20	21	22
23	24	25	26	27 	28	29
	2 Day Live Course					
30						

 **April 5**
Webinars (Spanish)

 **April 12**
Webinars (Portuguese)











 **April 19**
Women of AVIXA

 **April 24-25**
Two Day Live Course (Spanish)

 **April 27**
AVIXA One Day Live Course (Spanish)

SCHEDULE OF ACTIVITIES

MAY 2023

	1	2 	3 	4 	5	6
7	8	9 	10	11 	12	13
14	15	16 	17 	18 	19	20
21	22	23 	24	25 	26	27
28	29	30	31			

 **May 2 & 4**
CTS Prep (Portuguese)

 **May 3**
Webinars (Spanish)

 **May 9 & 11**
CTS Prep (Portuguese)

 **May 16 & 18**
CTS Prep (Portuguese)

 **May 17**
AVIXA Members' Forum (Spanish)

 **May 23 & 25**
CTS Prep (Portuguese)

JUNE 2023

				1	2	3
4	5	6	7 	8	9	10
11	12	13 	14	15	16	17
			InfoComm 2023			
18	19	20	21	22	23	24
25	26	27	28	29 	30	

 **June 7**
Webinars (Both)

 **June 13**
Congreso AVIXA

 **June 14-16**
InfoComm 2023

 **June 29**
Virtual Flash Member Trainings (Both)

SCHEDULE OF ACTIVITIES

JULY 2023

						1
2	3	4	5 	6	7	8
9	10	11	12  	13	14	15
16	17	18	19	20	21	22
23	24	25 	26	27 	28	29
30	31					

 July 5
Webinars (Spanish)





 July 12
Webinars (Portuguese)

 **AVIXA Member Forum** (Spanish)

 July 25
AVIXA Member Forum (Portuguese)

 July 27
Virtual Flash Member Training (Spanish)

AUGUST 2023

		1	2 	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23 	24	25	26
27	28	29	30 	31 		

 August 2
Webinars (Spanish)

 August 23
Women of AVIXA

 August 30
One Day Course (Spanish)

 August 31
Virtual Flash Member Trainings (Both)

SCHEDULE OF ACTIVITIES

SEPTEMBER 2023

					1	2
3	4	5	6 	7	8	9
10	11	12	13 	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 	29	30

 **September 6**
Webinars (Spanish)

 **September 13**
Webinars (Portuguese)

 **September 28**
AVIXA One Day Course (Spanish)

OCTOBER 2023

1	2	3	4 	5	6	7
8	9	10	11	12	13	14
15	16	17 	18	19 	20	21
22	23	24 	25	26 	27	28
29	30	31				

 **October 4**
Webinars (Spanish)

 **October 17**
Congreso AVIXA













 **October 19**
Congreso AVIXA

 **October 24**
Congreso AVIXA

 **October 26**
Congreso AVIXA

SCHEDULE OF ACTIVITIES

NOVEMBER 2023

			1	2	3	4
5	6	7 	8 	9 	10	11
12	13	14 	15 	16 	17	18
19	20	21 	22	23 	24	25
26	27	28  	29 	30 		

 **November 7 & 9**
CTS Prep (Spanish)

 **November 8**
Webinars (Spanish)

 **November 14 & 16**
CTS Prep (Spanish)

 **November 15**
AVIXA Member Forum (Spanish)


 **November 21 & 23**
CTS Prep (Spanish)

 **November 28 & 30**
CTS Prep (Spanish)

 **November 28**
AVIXA Member Forum (Portuguese)

 **November 29**
AVIXA One Day Course (Portuguese)

DECEMBER 2023

				1	2
3	4	5	6 	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
30					
31					

 **December 6**
Webinars (Portuguese)

Interested in becoming an AVIXA Latin America & Iberia event sponsor?

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