



LATIN AMERICAN  
TRADE & INVESTMENT  
ASSOCIATION

LATIA

LATIN AMERICAN INVESTMENT FORUM

GUILDHALL LONDON

14 MARCH 2013

The Latin American Trade & Investment Association (LATIA) is an independent not-for-profit organisation established by Trade and Investment agencies and Embassy commercial offices from 16 Latin American countries. LATIA coordinates and promotes Latin America's economic sector, aiming to attract foreign direct investment, to boost exports and to promote bilateral trade between Latin America, the UK and the wider European Union.

### **LAIF 2013 Latin American Investment Forum**

Latin America is recognised globally as one of the most attractive regions in which to invest and with one of the fastest GDP growth rates in the world, it is an excellent destination in which to do business.

This Forum will present a unique opportunity for investors and business communities to hear the latest developments and investment projects in this vibrant and multifaceted region. The Forum has established itself as the leading annual meeting on Latin America globally.

Ministers, ambassadors and trade attaches from the participating countries in Latin America will be complemented by corporate speakers, all showcasing their experiences and tips for succeeding in the region. There will be senior speakers on the panels from both the private and public sectors.

The Latin American Investment Forum 2013 will be a full day event exploring four major streams of investment opportunities: **Energy & Extractive Industries, Infrastructure and New Investment Trends in Latin America:** Advanced Technologies, Manufacturing & Services. There will be networking throughout the day and during an invitation-only gala dinner. The Forum forecasts 800 delegates from around the world and will run a high profile digital marketing campaign to attract attendees from the financial and professional services sectors, as well as from major international companies involved in infrastructure, mining, energy and agriculture.

### **Objectives of the event**

- Raise awareness of Latin America as a business and investment destination
- Provide insight into the current economic situation, challenges and opportunities in Latin America
- Enhance inter-regional business links between Latin America and the rest of the world
- Introduce the Latin American trade and investment agencies and embassy commercial teams in London, highlighting the services they provide to help to promote trade in their countries
- Meet the right business and political contacts to pitch for future business in Latin America.

### **Why sponsor the Latin American Investment Forum 2013?**

- Priority access to country ministers, ambassadors and commercial attachés
- Advance notification of new business and investment opportunities
- Diversify your existing portfolio of Latin American investment
- Brand exposure through marketing and social media campaign
- Raise your company's profile amongst influential delegates and decision-makers
- Create awareness and differentiate your company from its competitors.

*" I have enjoyed the LAIF Forum very much in terms of content and quality of the speakers. It was a fantastic opportunity to find out more about investment and partnership opportunities as well as main trends in Latin America. The organisation was outstanding and the possibility to have all the relevant players in the same event in London was remarkable "*

**Irene Mia**

Chief Editor - Latin America, Economist Intelligence Unit

# SPONSORSHIP OPPORTUNITIES

## On-site exposure

	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
Company logo displayed on entrance and stage branding			✓
Company logo displayed on venue banners	✓	✓	✓
Banner in the coffee break area			✓
Branding on promotional and event material		✓	✓
Company advert in the LAIF 2013 programme in prime positions, first come first served basis <ul style="list-style-type: none"> <li>• Outside back cover</li> <li>• Inside back cover</li> <li>• Inside front cover</li> <li>• Full page premium position</li> </ul>	Half Page excluding prime position	Full Page excluding prime position	✓
Supply promotional literature to be distributed to all attendees in welcome pack			✓
Grand space in exhibition area with Table and 3-4 chairs		✓	✓
Small space in exhibition area with Table and 2 chairs	✓		

## Exclusive Privileges

	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
Invitation to be a specialist chair guest and moderator (final speakers slots tbc)			✓
The Speakers and VIP Lounge (All speakers will be served lunch in a private area)		✓	✓
Invitations for your contacts/guests to attend the LAIF 2013.	✓	✓	✓

## Gala Dinner | NEW to LAIF 2013

	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
Invitation to guests to the formal dinner.	x2	x5	x10
Opportunity to be seated with visiting Ministers		✓	✓
Opportunity to be seated with Ambassadors	✓	✓	✓
Company logo displayed on banners and branding			✓

*" I was really impressed, both by the venue and by the line-up of the speakers. Promotional materials were very useful too and the event was great for networking "*

**Michal Kaczmariski**  
Markets Editor, fDi Magazine

## LAIF 2013 Promotional Campaign

	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
Company logo at pre-event press conference			✓
Company logo highlighted on all advertising material of LAIF 2013			✓
Company name included in all e-mail marketing campaigns		✓	✓
Company name included in all social media profiles and campaigns			✓
Company logo on the LAIF 2013 website with a direct URL link		✓	✓
Company profile on the LAIF 2013 website	✓	✓	✓

## Guest List & Follow Up

	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
Opportunity to receive the registered delegates who have given permission		✓	✓
Pre and post event briefings to assist in maximising your lead management and follow up			✓

## Sponsorship Rates

£5,000	£10,000	£20,000
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## Programme Advertising Rates

Full page	£2,500
Half page	£1,500

Now is the perfect time for you to  
**invest in Latin America!**

*" I very much appreciate being invited to give the keynote speech at the LAIF 2012 event and the opportunity to reaffirm the United Kingdom's commitment to deepening relations and cooperation with Latin America. I congratulate the LATIA and the City of London Corporation for organising an excellent event "*

**The Rt Hon Lord Howell of Guildford**  
Minister of State, Foreign & Commonwealth Office

# APPLICATION TO SPONSOR

We wish to apply to participate as a sponsor of the Latin American Investment Forum 2013 and confirm that we accept the terms and conditions issued by LATIA

## SPONSORSHIP RESERVATION

Please tick your preferred Sponsorship Option\* in the table below:

Sponsorship Level	Price	Please tick preferred option*
Platinum Sponsorship	£20,000	<input type="checkbox"/>
Gold Sponsorship	£10,000	<input type="checkbox"/>
Silver Sponsorship	£5,000	<input type="checkbox"/>
Full page programme advertising	£2,500	<input type="checkbox"/>
Half page programme advertising	£1,500	<input type="checkbox"/>

## PAYMENT

On receipt of your booking and acceptance of your sponsorship by LATIA, we will invoice you the sponsorship fee. Payment is due strictly within 14 days of invoice or 90 days before the event.

Company Name			
Contact Name		Job Title	
Address			
Telephone		Email	
We agree to the charges of	£	Date	
Please raise an invoice for this amount which we agree to pay within 14 days of this invoice		Signature	

## PAYMENT OPTIONS

- Invoice
- Cheques made payable to "LATIA"
- Bank Transfers: Payments in £ Sterling accepted

Please send bank transfer payments to: Latin American Trade and Investment Association

HSBC Bank Sort Code: 40-04-24

Account Number: 11 53 94 18 Your Ref (suggest COMPANY name) \_\_\_\_\_

Non UK based companies please quote: IBAN: GB74 MIDL 400 424 115 39 418

Branch Identifier Code: MIDLGB2107B

*Please complete and return this application to the **LATIA***

# 10 REASONS TO INVEST INTO LATIN AMERICA

Latin America will be a major global influence over the next decade, from economy to tourism. The top ten reasons why businesses and brands should cast their sights on investments into the region are:

- 01** Latin America has one of the fastest GDP growth rate\* in the world. 4.67% growth in 2011, compared to 1.52% growth in the European Union.
- 02** Latin America is already a major investment destination from the world's leading economies. China is Brazil & Chile's biggest single trading partner with Chinese state banks having lent more than US\$75 billion to Latin America since 2005.
- 03** Latin America is a key trading partner with the USA, China, Japan, South Korea as well as the European Union\*\*
- 04** Latin America has a GDP per capita\* higher than that of China and the Middle East; US\$9,593, US\$6,768 and US\$5,430 respectively.
- 05** Argentina has a higher proportionate number of consumers with a disposable income of over US\$25,000, making it an attractive market for super luxury brands.
- 06** Latin America is the world's power house for commodities e.g. Chilean & Peruvian copper, Argentine soya, Brazilian & Bolivian iron ore, Venezuelan oil, Colombian coal - the list goes on!
- 07** Panama is set to become a trade and cultural hotspot with the US\$5.25 billion Panama Canal expansion scheduled for completion in 2014. Panama City is transforming into an energetic metropolis attracting investors, tourists and luxury brands.
- 08** Brazil plays host to the FIFA World Cup in 2014 and the Olympics in 2016.
- 09** Latin America has a highly-skilled and competitive human resources pool e.g. Chile is in first place in the Latin American Talent Index Ranking 2009.
- 10** The Latino love for life, dance and celebration is set to inspire on a global scale.

*\*Source World Bank 2011 \*\* IMF*

## Terms and conditions

### for companies participating in exhibitions, covering sponsors and sponsoring exhibitors

#### 1. Limitation of liability

1.1 To enable LATIA to provide the Services to the sponsor for the prices and fees charged, LATIA excludes certain types of loss and limits its liability to the sponsor. The sponsor acknowledges that this clause 1 is an important inducement for LATIA to enter into this contract with the sponsor and that LATIA would not enter into this contract without these limitations and exclusions.

1.2 LATIA, its employees, members, agents and subcontractors, shall not be liable in any event for any economic loss, loss of profits, revenue, goodwill or anticipated saving or for indirect, special, incidental or consequential loss or damage of the sponsors or others, whether or not LATIA was aware that such loss or damage may arise.

1.3 Except as provided in these terms and conditions LATIA, its employees, members, agents or subcontractors shall not be liable, for any claim, costs, demand or liability whatsoever and howsoever arising out of or in connection herewith or the supply of any Services hereunder.

1.4 In no event shall LATIA's aggregate liability to the sponsor exceed the amount paid by the sponsor to LATIA for the Services.

1.5 The limitations and exclusions in this contract apply to liability under the law of contract, tort, negligence, breach of duty or under any other legal principle to the maximum extent permitted by law.

1.6 LATIA shall have no liability whatsoever or howsoever arising in respect of any claim of which it is not notified in writing prior to the first anniversary of this contract.

#### 2. Indemnities and insurance

2.1 The sponsor undertakes to indemnify LATIA against all liabilities of whatsoever nature incurred by LATIA towards the exhibition venue and arising from the participation or agreement to participate in the exhibition by the sponsor or its agents, including but not limited to any claim in respect of any accident, injury, loss or damage arising out of or in any way connected with any display of goods at this event or in any way howsoever.

2.2 Without limiting clause 2.1, the sponsor specifically undertakes to indemnify and keep indemnified LATIA against all costs, charges, expenses, claims or losses of any nature suffered by LATIA as a result of

(a) The sponsor's failure to comply with its contract with LATIA; or

(b) A breach of the exhibition venues' terms, conditions, rules and regulations arising from the participation or agreement to participate of the sponsor in the exhibition.

2.3 The sponsor shall ensure that it has full insurance cover against accident, injury, loss or damage of any nature including for public and product liability. The sponsor shall also comply with any requirements of the LATIA, the exhibition venue and any applicable law in this regard.

#### 3. Set off

LATIA may deduct from any sums due or which may become due to the sponsor under this or any other contract with LATIA, any sum which is due or which may become due to LATIA from the sponsor under this or any other contract.

#### 4. Payment schedule

Full payment for sponsorship is due with contract on or before the deadline as stated on the application form.

#### 5. Damage

If taking a stand with this sponsorship, except for fair wear and tear, the sponsor shall be liable up to the replacement value for any damage he causes to the shell scheme and stand construction and any other facilities provided by LATIA.

#### 6. Stand dressing and noise levels

Sponsoring exhibitors may not embellish the identity panels of its stand by using unauthorised graphics etc, and no graphics outside or above the allocated stand space are permitted; and LATIA may, at its discretion, require the sponsor to reduce the volume or turn off its audio equipment.

#### 7. Allocation of Individual Stands

Location of individual stands within the event including corner sites are allocated on a strictly first come first served basis. LATIA reserves its right to move stand locations should this become necessary in order to fit all size requests into the space available.

#### 8. Variation

Charges related to the provision of space and stand construction may be adjusted by LATIA in the light of actual costs and any increase shall be payable on request. Payment for any additional site services (eg telephone, refreshments, lunches, publicity) must be made on receipt of invoice.

In the event that the LATIA changes the date, location or duration of the event, the sponsor will continue to be bound to LATIA unless and to the extent LATIA is able to negotiate a refund of costs.

#### 9. Failure to pay

If LATIA has not received payment in full of any monies due by the deadline as stated on the application form, it reserves the right to charge interest on late payments. LATIA may, at any time until an overdue payment is made, terminate the contract for breach on 7 (seven) days notice in writing. LATIA will make reasonable efforts to let the forfeited space and will credit any amounts received against the sum due from the sponsor.

#### 10. Withdrawal

a) Before LATIA expenditure is committed: Any monies paid to the LATIA for space and stand construction will be refunded if the sponsor withdraws before LATIA has committed or becomes committed to make any expenditure.

b) After LATIA expenditure committed: If LATIA is able to reallocate the space booked for any stands or to otherwise recover its costs, any monies paid for space and stand construction will be refunded to the extent they have been recovered. Otherwise the sponsor is liable to LATIA for total costs incurred on its behalf i.e. space and construction costs at the unsubsidised rate, and must repay any grants already received. The sponsor shall, also, be liable for any additional costs incurred by the venue and/or subcontractors and charged to LATIA as a result of the failure of the sponsor to exhibit.

#### 11. Cancellation of the event

If for any reason the event is cancelled before LATIA has committed, or becomes committed to make, any expenditure, any monies collected for space and stand construction will be reimbursed. However, if cancellation of the event occurs after the LATIA has committed or becomes committed to make any expenditure the sponsoring exhibitor is liable to the LATIA for all costs incurred on its behalf.

#### 12. Allocation of space

Every reasonable care will be taken in the allocation of space to sponsoring exhibitors to avoid inclusion of pillars and other obstructions. Sponsors acknowledge that this will not be possible in respect of every event. LATIA will make every effort to provide the size of stand requested but cannot guarantee in advance the hall, position, configuration of stand or total stand size. Sponsors are responsible for ensuring that the space and shell scheme allocated to them, are adequate for their needs.

#### 13. Unavoidable Adjustment to Space Requirements

It may become necessary for layout purposes to allocate a slightly larger or smaller area than that applied for: any increase will be restricted to the minimum essential but sponsoring exhibitors will be liable for any consequent increase in space and stand construction costs. If the allocation is unsatisfactory to the sponsor, it may withdraw, in which case clause 10 applies.

#### 14. Travel and Freight Arrangements

LATIA may appoint Travel and Freight agents for the event in the interest of reducing individual sponsor costs for freight, travel and accommodation. Sponsors are free to make use of these services but do so at their own risk. All transactions between sponsors and the appointed agents will be direct and LATIA cannot and does not accept any liability whatsoever for any claim or dispute between sponsors and the agents.

#### 15. Publicity and printing

Sponsors are advised to check the accuracy of translation in all publicity and sales material.

#### 16. Assignment

This contract shall not be assigned or transferred in whole or in part by the sponsor directly or indirectly without the prior written consent of LATIA.

#### 17. Termination

The sponsor acknowledges that LATIA may terminate this contract if:

a) sponsor becomes insolvent

b) sponsor fails to remedy any breach of contract within a reasonable period of being requested in writing by LATIA so to do

c) in LATIA's reasonable opinion there is insufficient support for the exhibition LATIA may also terminate this contract for its convenience, in which case it will refund in full all sums paid by the sponsor but shall have no other liability.

#### 18. Amendment, severability and waiver

This contract and these terms and conditions or any of them cannot be varied, suspended or added to without LATIA's written consent. If this contract or these terms and conditions or any of them is judged by any competent court to be invalid or unenforceable, the remaining part or parts shall continue in full force and effect. Any neglect, forbearance or indulgence on the part of LATIA relating to rights under this contract, the terms or conditions or any of them shall in no way be deemed a waiver, implied or otherwise, of such rights.

#### 19. Force majeure

LATIA shall not in any event be held responsible for or liable for failure to perform its obligations hereunder if such failure results from circumstances not under LATIA's control.

#### 20. Notices

Notices will be in writing and will for all purposes be deemed to have been fully given and received when actually received and they will be sent postage prepaid properly addressed to the parties at their respective addresses first above written in this contract or at such addresses for either party as may be specified by such party for such purpose, or by fax or by email with receipt acknowledged by answer back.

#### 21. Governing law and jurisdiction

The construction, validity and performance of this contract shall be governed by English law and the parties submit to the jurisdiction of the English Courts.