



# 10<sup>th</sup> America Digital Latam Congress

## AI, Digital Banking & Fintech 2025

April 2-3 · Espacio Riesco, Santiago, Chile

<https://congreso.america-digital.com>

10<sup>TH</sup> ANNIVERSARY



# 10<sup>th</sup> America Digital Congress 🇲🇪

## AI, Digital Banking & Fintech, Mexico 2025

June 18<sup>th</sup>-19<sup>th</sup> · WTC, Mexico City

<https://mx.america-digital.com>



AI, Digital Banking & Fintech World Congress

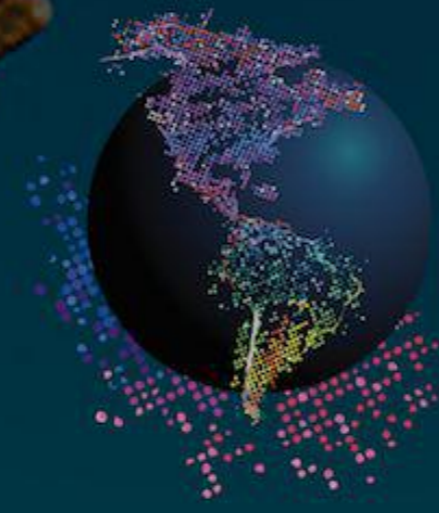
# America Digital

April 29<sup>th</sup>-30<sup>th</sup> · Miami · USA

<https://us.america-digital.com>



BOOK A  
MEETING



AMERICA  
DIGITAL  
MÉXICO

# 10<sup>th</sup> America Digital Congress

AI, Digital Banking & Fintech , Mexico 2025

June 18<sup>th</sup>-19<sup>th</sup> . WTC, Mexico City



+5000  
ATTENDEES



+200  
BOOTHS



+50  
COUNTRIES

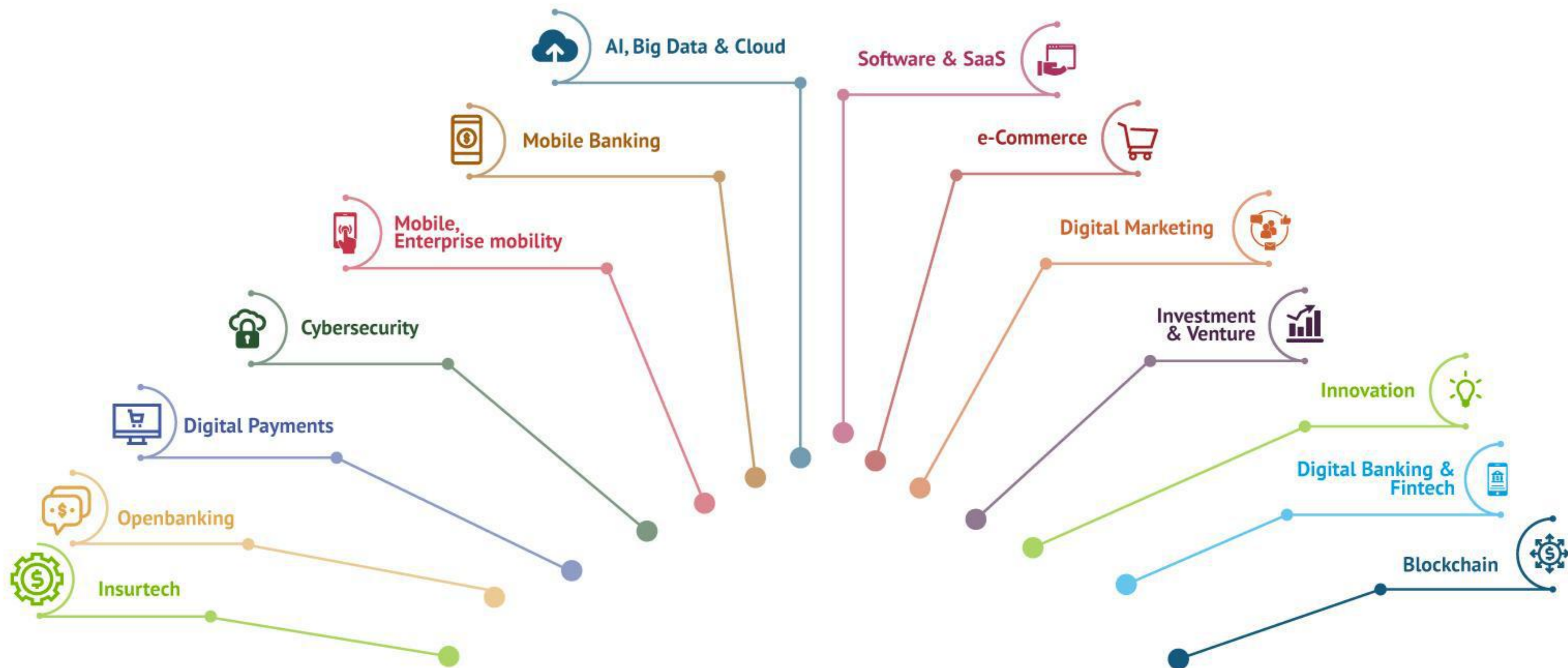


+2000  
ONE-TO-ONE  
MEETINGS



+100  
CONFERENCES

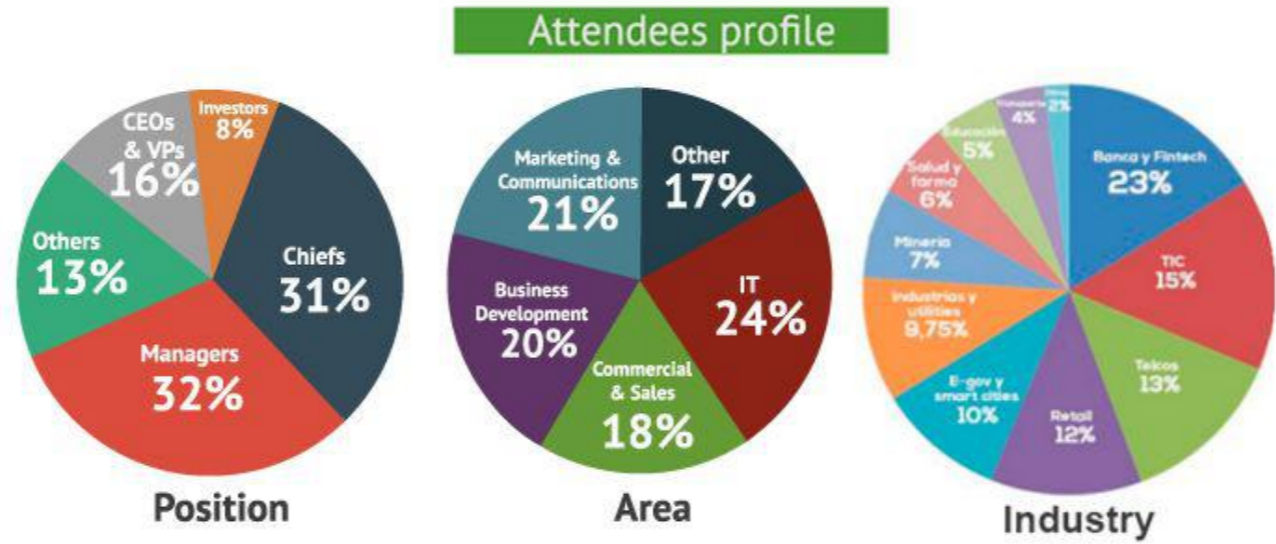
Digital Banking | SaaS | Blockchain | Fintech | Digital Payments | Cybersecurity | Mobile Banking | Big Data | Cloud



## Official Video



# AMERICA DIGITAL MEXICO CONGRESS INFOGRAPHY



### ATTENDEES DEMOGRAPHIC PROFILE

Age	Gender	Average family income in US\$ k / year	
21 - 25	6%	Male	58%
25 - 35	30%	Female	42%
35 - 45	38%		
+45	26%		

Average family income in US\$ k / year	Percentage
<US\$ 25 k	7%
US\$ 25 - 50 k	21%
US\$ 50 - 100 k	28%
US\$ 100 - 150 k	26%
>US\$ 150 k	18%

### Attendees





Positioning your brand, impact, influence, generate leads and do business with + 5,000 C-Levels (CEO, CTOa, CIOs, CMOs, CDOs, CFOs), decision makers, innovation, digital transformation leaders from Telcos, Banks, Retail, Insurance, Financial Institutions, Fintech stakeholders from México and Central America.



## MAIN SPONSORS



## SPONSORS SPECIALIZED FORUMS



# EXPO AMERICA DIGITAL 2025



EXPO DRONE.







## AMERICA DIGITAL EXPO

**+200 Exhibiting companies in the areas of Telecom, ICT, IoT, M2M, AI, Business Mobility, Big Data, Core Banking, Digital Banking, Blockchain, Digital Payments, Cloud, Cybersecurity, Mobile, APPs, Software & SaaS, ERPs / CRMs, Fintech, e-Commerce and Digital Marketing showcasing their Brand, products and services to +5000 executives from the largest corporations, Banks, Telcos, Retails, Insurance Companies, Government authorities, Financial institutions, Fintech stakeholders from México & Central America.**



## COUNTRY PAVILIONS AND TRADE MISSIONS

America Digital Expo, has country /association pavilions where introduces its main companies in the areas of ICT, Software, Technology, IoT, Internet, Mobile, Fintech, e-Commerce and Digital Marketing.

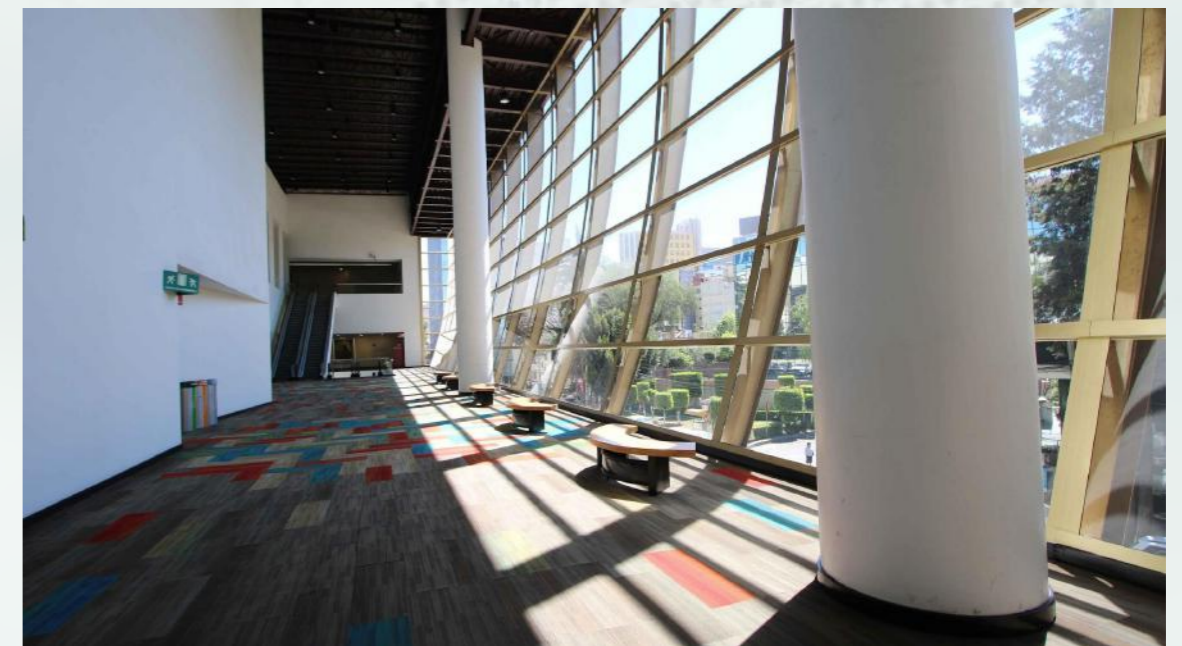
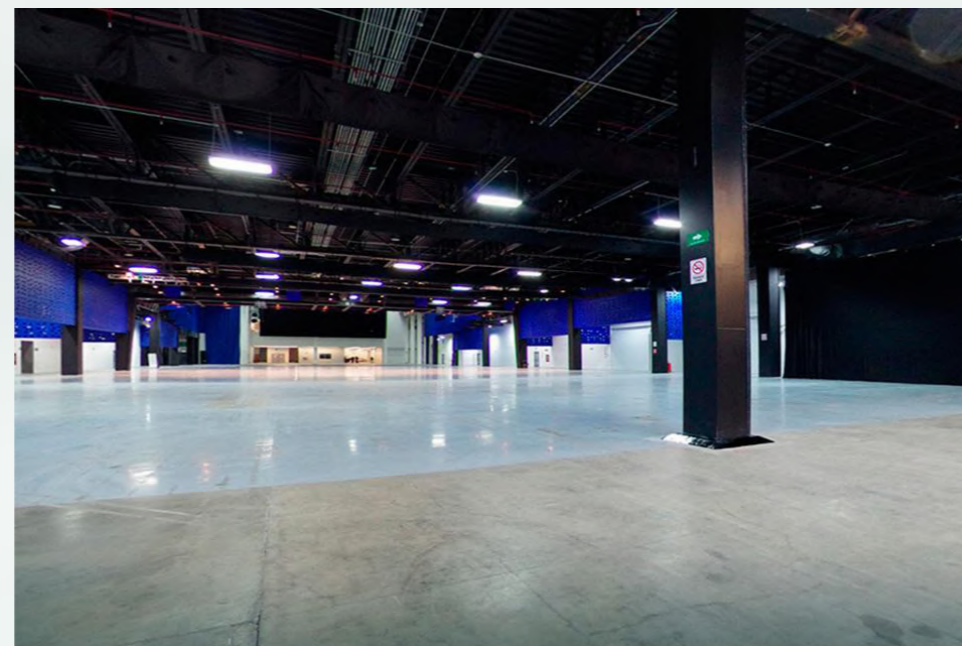
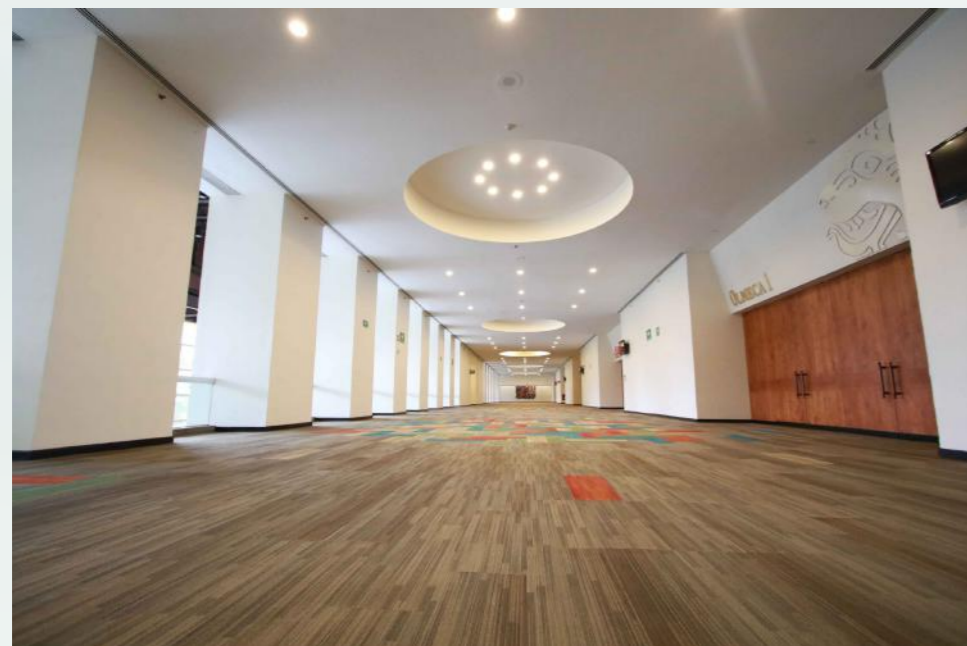
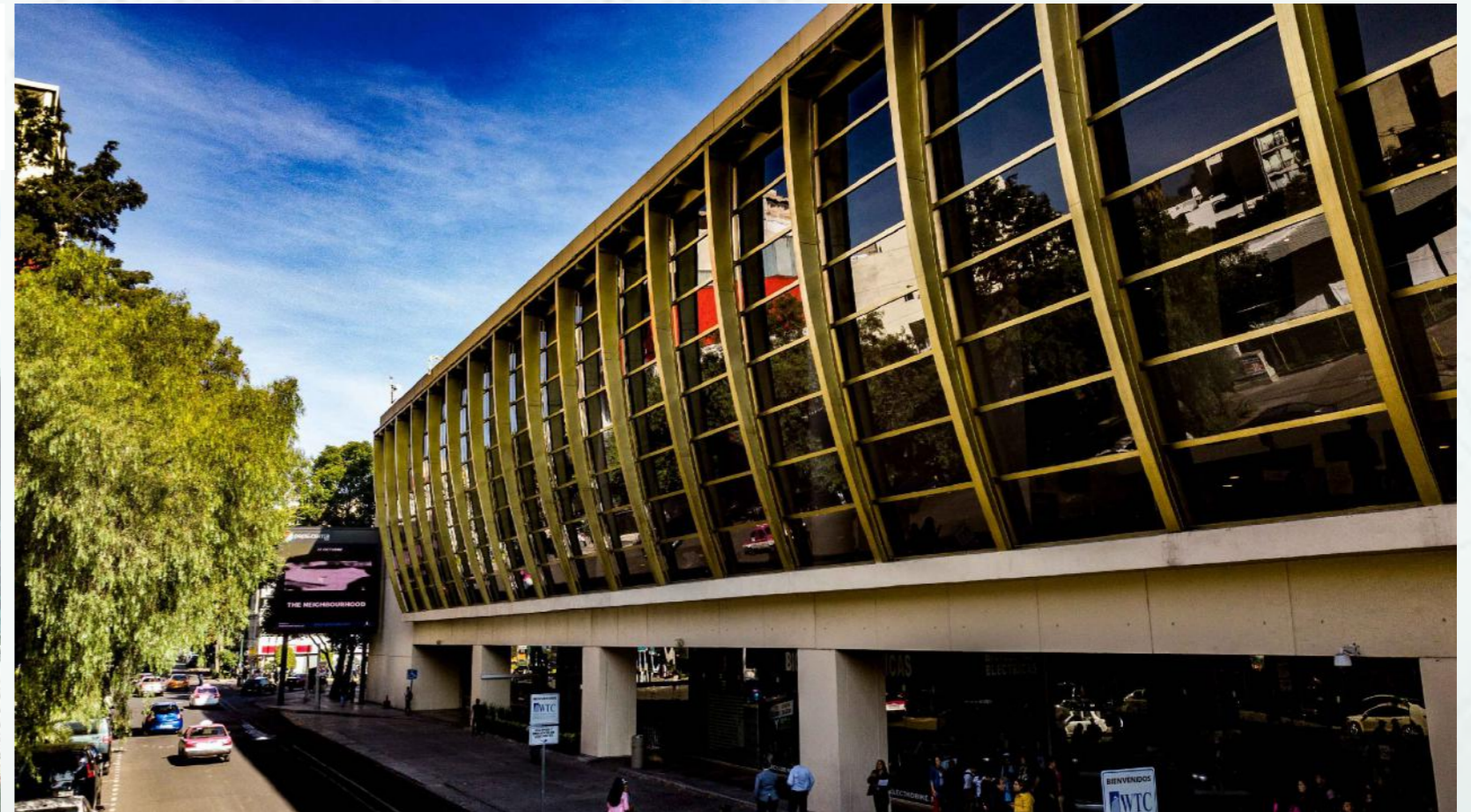
Ask about special benefits for trade missions, ICT associations and chambers of commerce.





# DATE & PLACE

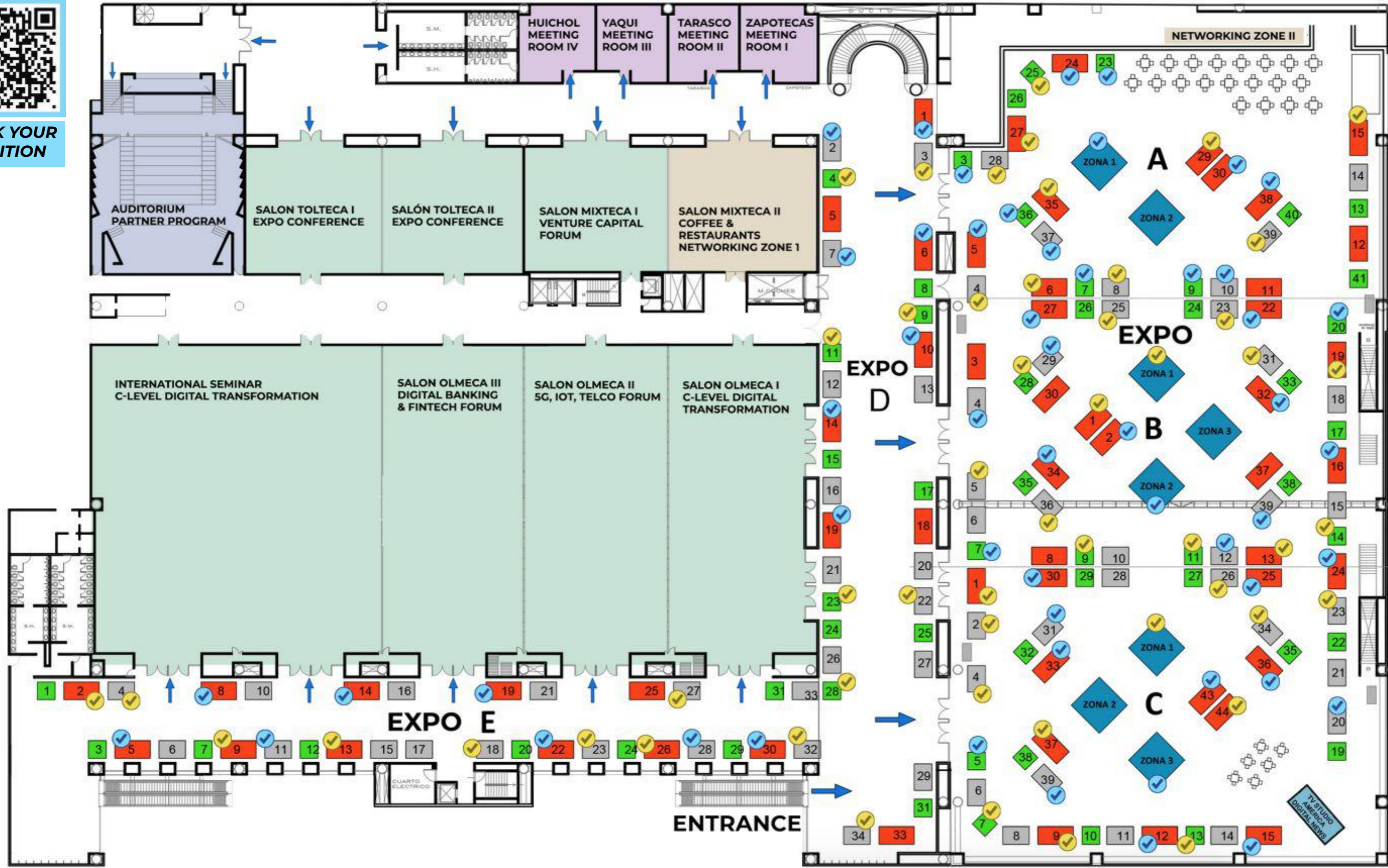
World Trade Center · Mexico City June 18<sup>th</sup>-19<sup>th</sup>



Expo · 1 to 1 Meetings · International Seminar · Specialized Forums · Closing Party



BOOK YOUR POSITION



**A**

■ ZONAS 360 4,5 X 4,5 metros	2 UN.
■ 2 X 2 metros	10 UN.
■ 2 X 3 metros	7 UN.
■ 2 X 4 metros	11 UN.
TOTAL: 28 STANDS (28 BOOTH)	

**B**

■ ZONAS 360 4,5 X 4,5 metros	3 UN.
■ 2 X 2 metros	12 UN.
■ 2 X 3 metros	13 UN.
■ 2 X 4 metros	13 UN.
TOTAL: 38 STANDS (38 BOOTH)	

**C**

■ ZONAS 360 4,5 X 4,5 metros	3 UN.
■ 2 X 2 metros	17 UN.
■ 2 X 3 metros	18 UN.
■ 2 X 4 metros	17 UN.
TOTAL: 52 STANDS (52 BOOTH)	

**D**

■ ZONAS 360 4,5 X 4,5 metros	0 UN.
■ 2 X 2 metros	11 UN.
■ 2 X 3 metros	13 UN.
■ 2 X 4 metros	8 UN.
TOTAL: 32 STANDS (32 BOOTH)	

**E**

■ ZONAS 360 4,5 X 4,5 metros	0 UN.
■ 2 X 2 metros	8 UN.
■ 2 X 3 metros	14 UN.
■ 2 X 4 metros	11 UN.
TOTAL: 33 STANDS (33 BOOTH)	

TOTAL GENERAL: 185 STANDS (185 BOOTH)

### LEGEND

- ✔ RESERVED
- ✔ PRE RESERVED



# EXPO CONFERENCES & EXHIBITORS

L'ORÉAL GROUPE | AT&T Business | Invest in El Salvador | HUGHES An EchoStar Company | EY Building a better working world | TeamViewer | IENTC TELECOMUNICACIONES | Google Cloud  
 FORTINET | sinch | facephi | AI RUDDER Best AI Interactive VoiceBOT | Parallels | quadriant Because connections matter. | WSO2 | CHAKRAY  
 UPAGO | KogniVera COMMITMENT TO EXCELLENCE | SEGURIDADAMÉRICA.com Fortaleciendo Internet | apryse | GlobalSign by GMO | DIGEVO | nulogic INFINITE INNOVATION  
 itw | SecurityScorecard | identityz | cirion | inntech | rankmi | 20th Anniversary Mesebau Latam | tekprovider. | cradlepoint PART OF ERICSSON  
 osc TOP SOLUTIONS GROUP | ss&c | blueprism | ispring | imr ORACLE NetSuite Solution Provider Partner | HCLTech | partoo | ZEBRA | HID  
 toku | XY Booster | ADO Technologies Calomira SAS | Powered by Scanova | defontana | SANGFOR | SCANDIA | HANSAWORLD | ELA  
 RENTABLE | Grupo ToYa ToYa Fintech | Tokamóvil. | TCGIII | corteza.ai | Siigo | aspel | emBlue  
 SCHNELLECKE LOGISTICS | teracloud | TSYS | xplor | APAY ALQUIMIA. | santex | BASE4 SECURITY | U | ENEVASYS

## MEDIA PARTNERS



## MEDIA & PARTNER ORGANIZATIONS



## SUPPORT ENTITIES



# 1-TO-1 MEETINGS





## AMERICA DIGITAL BUSINESS MEETINGS SESSIONS

*+2000 Meetings under specific objectives are coordinated between tech providers, demanding companies and strategic partners.*

### **Main organizations around México & Central America**

demanding products, technologies and services in Telecom, ICT, IoT, Big Data, Business Mobility, Cloud, AI, Computer Security, Fintech, e-Commerce and digital marketing with suppliers.

### **International companies**

looking for strategic partners with which to expand in Chile and Latin America.







# EXPO CONFERENCES



## EXPO CONFERENCES

### The Expo Conferences

The Expo Conferences are 30 or 50 minutes conferences in a fully equipped virtual conference room, which includes conference recording. Here, technology providers can present their company, products, services, benefits for customers, advantages over competitors and success cases.

These conferences are limited to only 16 positions.

\*Only 4 Expo Conferences are available for new companies. Ask to your America Digital's executive for availability.



# EXPO CONFERENCES

*Place your company in front of a live audience of broadcasted by streaming and stay permanently as part of the VOD conferences available in the America Digital Online Network.*



\*Ask for availability to your America Digital's executive.

Limited to 16 Expo Conference.

Only 4 Expo Conferences available

EXPO CONFERENCES	INCLUDES
Conference room completely equipped	✓
Expo Conference description in the Congress program distributed to more than 5,000 attendees during the Congress. Also on the web, e-newsletter and social networks.	✓
Expo Conference communication before, during and after the Congress, as part of global communications of the Congress.	✓
<b>SPEAKER AT EXPO CONFERENCE (SUCESS CASES)</b> The brand can apply for one speaker position at the specialized latam forum of choice. (*Content Committee approval is required. Speaker must be an influencer or expert in a global or Americas' s Level, you can present a succes case, launch of new product or speak about a specialized topic). it includes Conference room completely equipped audiovisually, global broadcasting by streaming. The Conference is recorded and published as VOD (Video On Demand) at the Online America Digital Network ( <a href="https://network.america-digital.com">https://network.america-digital.com</a> ) + Conference Communications Plan. Conferences with speakers are included in the Congress' Digital Program (which receives over 100 k downloads) and it is distributed to attendees.	✓ (1)
Branding and placement in the Expo Conference saloon during your presentation.	✓
Article in e-Newsletter about the Expo Conferences.	1
Mention of the Expo Conference in the blog and official distribution in the Congress networks.	✓
Global conference broadcast by Streaming.	✓
Recording of the Expo Conference. Conference is published under VOD in America Digital Online Network.	✓
Right to export the event to your website.	As Expo Conference
<b>BUSINESS EXECUTIVE TICKETS (US\$ 740 p/p):</b> Expo + Expo Conferences + Specialized Latam Forum Conferences + International Seminar + One to One Meetings + Partner Programs + Closing Party + All Online Accesces.	30
<b>BUSINESS EXECUTIVE TICKETS ONLINE (US\$240 p/p):</b> Access to all activities via streaming through our specialized platform: Expo + Expo Conferences + Specialized Forum Conferences +International Seminar + 1 to 1 Meetings + Partner Programs + Closing Party.	30
<b>PROFILES &amp; MEMBERSHIP FOR 1 YEAR AT THE ONLINE AMERICA DIGITAL NETWORK :</b> Included at no additional cost (Standard fee US\$ 190 per year for each profile, <a href="https://network.america-digital.com">https://network.america-digital.com</a> ). You can connect online with previous attendees to past Congress and view over 200 Conferences in format Video On Demand (VOD) from the previous Congresses.	50
Delivery database of attendees (physical and online) to the Expo Conferences	✓
20% discount for company professionals and guest list.	✓
<b>PRICING EXPO CONFERENCE 30 MINUTES</b>	<b>US\$ 9,500</b>
<b>PRICING EXPO CONFERENCE 50 MINUTES</b>	<b>US\$ 13,500</b>
<b>TICKETS BONIFICATION</b>	<b>US\$ 22,200</b>

A large audience is seated in a dark room, facing a brightly lit stage. On the stage, a man in a dark suit is speaking, flanked by two large screens displaying his image. The stage is illuminated with blue and white lights. The ceiling features several circular light fixtures. The overall atmosphere is professional and high-tech.

# INTERNATIONAL SEMINAR



## INTERNATIONAL SEMINAR

*More than 100 international Speakers talk about Innovation, Trends, ICT, IoT, M2M, AI, Smart Cities, Mobile, Enterprise Mobility, Big Data, Cloud, SaaS, Information Security, e-Commerce and Digital Marketing.*

Broad press coverage, Conferences are recorded. All conferences are available in the America Digital Online Network as Video On Demand (VOD).

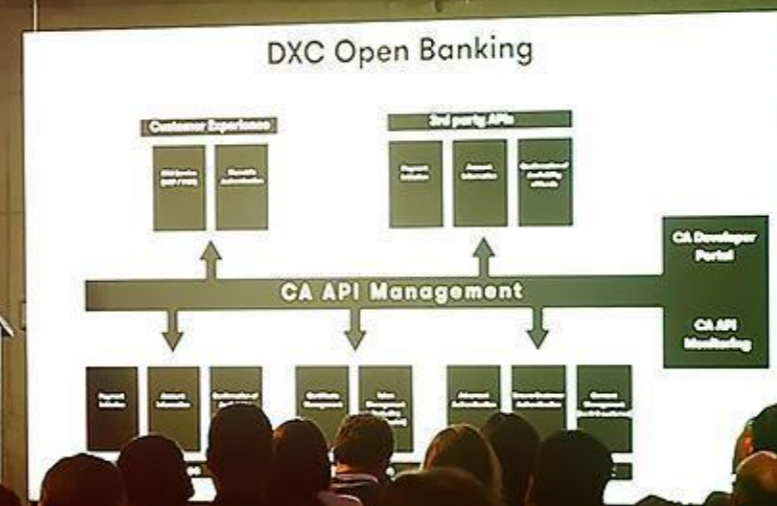


# INTERNATIONAL SEMINAR AND CONFERENCES



- |   |   |   |  |   |   |   |   |  |  |   |  |   |  |   |   |  |  |
|---|---|---|--|---|---|---|---|--|--|---|--|---|--|---|---|--|--|
| <br><b>Giselle Ruiz Lanza</b><br>(Brazil)<br>Directora Regional de Inteligencia para Latinoamérica<br>#GiselleDigital | <br><b>Maximiliano Hinz</b><br>(Argentina)<br>Director de Operaciones en Latinoamérica<br>#MaximilianoHinz       | <br><b>Esther Riveroll</b><br>(Spain)<br>CEO<br>#EstherRiveroll  | <br><b>Javier Villalobos</b><br>(Colombia)<br>Sales Enterprise Leader Hispanic<br>#JavierVillalobos | <br><b>Victor Borga</b><br>(Mexico)<br>Regional Sales Director LATAM EMEA<br>#VictorBorga   | <br><b>Nicolás Urena</b><br>(Colombia)<br>Director de Expansión Global<br>#NicolásUrena          | <br><b>Gerardo Sumano</b><br>(Mexico)<br>Product Account Manager, LATAM Enterprise<br>#GerardoSumano | <br><b>Carlos Zapata</b><br>(Chile)<br>Director de Automatización & Operaciones<br>#CarlosZapata                     | <br><b>Leafar Maina</b><br>(Chile)<br>CEO<br>#LeafarMaina   | <br><b>Abhas Ricky</b><br>(Brazil)<br>Chief Strategy Officer<br>#AbhasRicky                             | <br><b>Juan Zerda</b><br>(Colombia)<br>Head of Enterprise LATAM<br>#JuanZerda              | <br><b>Antonio Luque</b><br>(Spain)<br>Director of Managed Services<br>#AntonioLuque            | <br><b>Paolo Déiano</b><br>(Brazil)<br>Product Engineer<br>#PaoloDeiano                              | <br><b>Rodrigo Martineli</b><br>(Brazil)<br>Vicepresidente y Director General para LATAM<br>#RodrigoMartineli | <br><b>Gerardo Tapia</b><br>(Argentina)<br>System Engineer<br>#GerardoTapia                  | <br><b>Rodrigo Arias</b><br>(Chile)<br>General Counsel South Data Chile<br>#RodrigoArias           | <br><b>Jaime Pradenas</b><br>(Chile)<br>Jefe de Área de Productos Blockchain<br>#JaimePradenas            |  |
| <br><b>Gustavo Santana</b><br>(Brazil)<br>Director, Cloud Accelerator<br>#GustavoSantana                              | <br><b>Alejandro D'Andrea</b><br>(Chile)<br>CIO, Walmart Chile<br>#AlejandroDAndrea                              | <br><b>Kam He</b><br>(Brazil)<br>Director of Solutions & Consulting & Sales, AWS Intelligence<br>#KamHe  | <br><b>Leonardo Bracco</b><br>(Argentina)<br>Executive Director, LATAM<br>#LeonardoBracco           | <br><b>Carlos Torales</b><br>(Brazil)<br>VP de Ventas, América Latina<br>#CarlosTorales     | <br><b>Vitor Sousa</b><br>(Brazil)<br>Co-Founder and Global Business Development<br>#VitorSousa  | <br><b>Luis F. Martinez</b><br>(Argentina)<br>CEO<br>#LuisFMartinez                                  | <br><b>Gerardo Bonilla</b><br>(Mexico)<br>Chief Revenue Officer<br>#GerardoBonilla                                   | <br><b>Alejandro Giusto</b><br>(Chile)<br>Director Comercial de Proyectos Especiales<br>#AlejandroGiusto                    | <br><b>Martin Cabrera</b><br>(Chile)<br>Head of Customer Engineering Chile<br>#MartinCabrera            | <br><b>Gery Coronel</b><br>(Argentina)<br>Country Manager del Sur de Chile<br>#GeryCoronel | <br><b>Wilson Calderón</b><br>(Colombia)<br>Senior Technical Consultant<br>#WilsonCalderon      | <br><b>Ariel Galarte</b><br>(Chile)<br>Sales Manager SIDA<br>#ArielGalarte                           | <br><b>Carlos Perea</b><br>(Spain)<br>Senior VP, LATAM<br>#CarlosPerea  | <br><b>Bart Schouw</b><br>(Brazil)<br>Chief Growth Officer<br>#BartSchouw                    | <br><b>Carlos Viera</b><br>(Brazil)<br>Gerente de Ventas<br>#CarlosViera                           | <br><b>Maria Belén Aralla</b><br>(Argentina)<br>Account Director<br>#MariaAralla                          |  |
| <br><b>Antonio Mareno</b><br>(Chile)<br>Gerente de Estrat. Operat.<br>#AntonioMareno                                 | <br><b>Cristian Lucchesi</b><br>(Chile)<br>Industria y una Digital Transformation Advisor<br>#CristianLucchesi  | <br><b>Guillermo Arduino</b><br>(Spain)<br>Presentador internacional de CNN<br>#GuillermoArduino        | <br><b>José Lagos</b><br>(Chile)<br>CEO y Managing Partner LATAM<br>#JoseLagos                     | <br><b>Carlos Torres</b><br>(Brazil)<br>Account Partner - Regional Leader<br>#CarlosTorres | <br><b>Felipe Sánchez</b><br>(Chile)<br>Regional Manager<br>#FelipeSanchez                      | <br><b>Arturo Moya González</b><br>(Spain)<br>Product Manager<br>#ArturoMoyaGonzalez                | <br><b>Verónica Ibáñez</b><br>(Spain)<br>Directora de Ventas y Soporte al Cliente<br>#VeronicaIbanez                | <br><b>Juan Casal</b><br>(Argentina)<br>Director Comercial de Enterprise y Sector Público para Latinoamérica<br>#JuanCasal | <br><b>Nicolas Keeble</b><br>(Colombia)<br>Regional Enterprise Account Manager LATAM<br>#NicolasKeeble | <br><b>Emanuel Di Matteo</b><br>(Brazil)<br>General Manager, Latam<br>#EmanuelDiMatteo    | <br><b>Jordi Torres</b><br>(Spain)<br>CEO<br>#JordiTorres                                      | <br><b>Rodrigo Alarcón</b><br>(Chile)<br>Senior Mgr. Strategic Selling Air Chile<br>#RodrigoAlarcon | <br><b>Rodrigo Quijada</b><br>(Chile)<br>VP Marketing Development<br>#RodrigoQuijada                         | <br><b>Nicolás Calderón</b><br>(Colombia)<br>CM Evangelist<br>#NicolasCalderon              | <br><b>Raúl Palacios</b><br>(Chile)<br>Director de Soluciones Multimedios<br>#RaulPalacios        | <br><b>Maria Agustina Patti</b><br>(Brazil)<br>Marketing Manager<br>#MariaAgustinaPatti                  |  |
| <br><b>Alfonso Cuadra</b><br>(Chile)<br>CEO y Gerente de Estrat. Operat.<br>#AlfonsoCuadra                          | <br><b>Paulo Paulek</b><br>(Chile)<br>CEO<br>#PauloPaulek  | <br><b>Virginia Álvarez Roldán</b><br>(Argentina)<br>Head of Business Design<br>#VirginiaAlvarezRoldan | <br><b>Manuel Aceves M.</b><br>(Mexico)<br>Director de Innovación<br>#ManuelAcevesM               | <br><b>Marco Ponce Meléndez</b><br>(Chile)<br>CEO<br>#MarcoPonceMelendez                  | <br><b>Arturo Contreras</b><br>(Mexico)<br>Head of Business Unit for Latam<br>#ArturoContreras | <br><b>Gerardo Rivera Bozán</b><br>(Chile)<br>Senior Account Executive<br>#GerardoRiveraBozan      | <br><b>Federico Vilanova</b><br>(Colombia)<br>Sales Director - Spanish Speaking South America<br>#FedericoVilanova | <br><b>Juan Moscoso</b><br>(Chile)<br>Director General<br>#JuanMoscoso  | <br><b>Hernán Sánchez</b><br>(Argentina)<br>Solution Architect South Cone<br>#HernanSanchez           | <br><b>Matias Chmiel</b><br>(Brazil)<br>Senior Director, Latam<br>#MatiasChmiel          | <br><b>Juan Astete Urrutia</b><br>(Chile)<br>Director Comercial de Neg.<br>#JuanAsteteUrrutia | <br><b>Pamela Reutter</b><br>(Chile)<br>Gerente de Desarrollo Comercial<br>#PamelaReutter          | <br><b>Daniel Cadenas</b><br>(USA)<br>Sr. Solution Engineer<br>#DanielCadenas                               | <br><b>Maria Agustina Patti</b><br>(Brazil)<br>Market Analyst LATAM<br>#MariaAgustinaPatti | <br><b>Javier Re</b><br>(Argentina)<br>CEO en Crowdfunder S.A. y fundador de Lupaio<br>#JavierRe | <br><b>Daniel Barba</b><br>(Chile)<br>Vicepresidente de Ingeniería y Soporte al Cliente<br>#DanielBarba | <br><b>Julio Arrieta Gisbert</b><br>(Chile)<br>Solutions Director<br>#JulioArrietaGisbert |
| <br><b>Marco Alarcón</b><br>(Chile)<br>Jefe de Arquitectura Blockchain<br>#MarcoAlarcon                             | <br><b>Christian Acosta</b><br>(Chile)<br>Senior Sales Manager Latin America and Caribbean<br>#ChristianAcosta | <br><b>Javiera Gómez</b><br>(Chile)<br>Head of Digital Chile<br>#JavieraGomez                          | <br><b>Diego Creel</b><br>(Mexico)<br>Vice Presidente Senior Mexico y LATAM<br>#DiegoCreel        | <br><b>Samer Atassi</b><br>(USA)<br>Vicepresidente para América Latina<br>#SamerAtassi    | <br><b>Mark Bonnell</b><br>(Canada)<br>Director Ejecutivo<br>#MarkBonnell                      | <br><b>Jorge Sanz</b><br>(Spain)<br>CEO<br>#JorgeSanz  | <br><b>Felipe Torres Cuevas</b><br>(Chile)<br>Subgerente de Negocios Digitales<br>#FelipeTorresCuevas              | <br><b>Juan Bello</b><br>(Argentina)<br>Business Head Global Latin America<br>#JuanBello                                  | <br><b>Gabriel Arango</b><br>(Argentina)<br>Chief Technology Officer Latinoamérica<br>#GabrielArango  | <br><b>Julian Colombo</b><br>(Argentina)<br>CEO<br>#JulianColombo                        | <br><b>Soledad Onetto</b><br>(Chile)<br>Product & Customer de T-Rex<br>#SoledadOnetto         | <br><b>Eyal Sivan</b><br>(Canada)<br>Head of Open Banking<br>#EyalSivan                            | <br><b>Sebastián Rojas</b><br>(Chile)<br>Head of B2B Content<br>#SebastianRojas                             | <br><b>Leo Eduayen</b><br>(Brazil)<br>Co-Founder & CEO<br>#LeoEduayen                      | <br><b>Luiz Ohara</b><br>(Brazil)<br>Head of Financial Markets<br>#LuizOhara                     | <br><b>César Castillo</b><br>(Colombia)<br>Specialist Online Fraud Detection<br>#CesarCastillo          | <br><b>Dino Besomi</b><br>(Chile)<br>Director Advisory Latam<br>#DinoBesomi               |

# AI, DIGITAL BANKING & FINTECH FORUM





# AI, DIGITAL BANKING & FINTECH FORUM

## *Join the leaders in Fintech and Digital Banking*

From blockchain technology applications and fintech disruption, its impact on the transformation of banking, IT security challenges, mobile banking, to the impact of social media in the banking and financial services are addressed in this specialized forum.

New rules, new technologies, new suppliers, new fintech companies, new actors, new consumers, technological innovations and new business models that are challenging and transforming the digital banking and financial services industry.

Big Data, Mobile, IA, Blockchain, Fintech, Cloud, Social, e-Commerce, open innovation and its impact on digital banking and fintech ecosystem.

CEOs, CTOs, CMOs, CDOs, CISOs, and C-Level executives from Latin American Banks along with FinTech companies and experts discuss how to overcome with these challenges and evolve into a digital banking that meets consumers needs.



# AO, DIGITAL BANKING & FINTECH FORUM



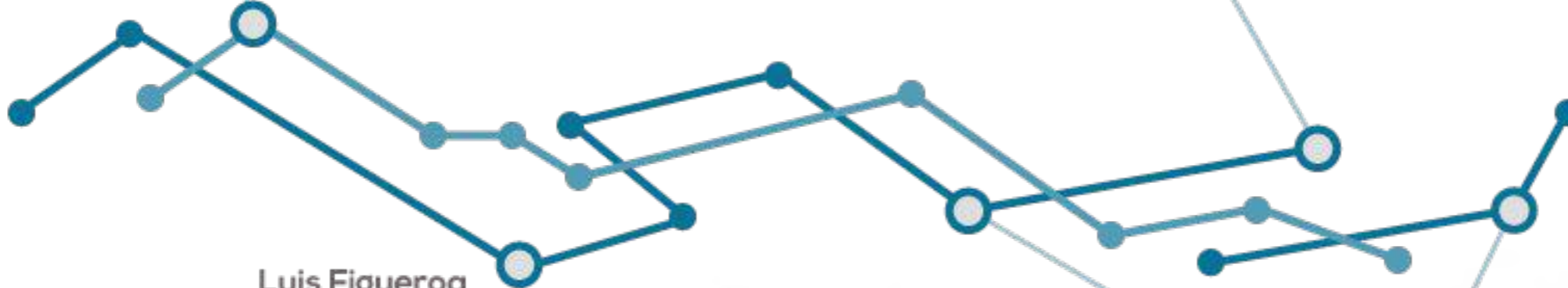
**Mark Jamison (Silicon Valley, USA)**  
VP & Global Innovation Head VISA

*The America Digital Conference is a fantastic event, I have been blown away how dynamic this entire event has been, how many people and the energy.*



**Rodrigo Orellana,**  
Digital Marketing Director Scotiabank

*I have come every year and I see a radical evolution in the level of speakers, sponsors and infrastructure.*



**Luis Figueroa**  
Intendente de Regulación  
Superintendencia Bancos e  
Instituciones Financieras (SBIF)

*It was an excellent opportunity to discuss the needs of the Fintech ecosystem.*



**Devie Mohan (Londres, UK)**  
Top 10 influencer fintech.

*Excellent level of assistants.*



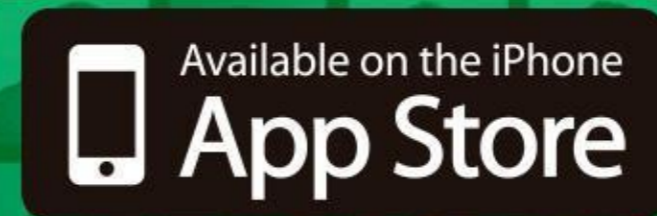
**Alberto Schilling,**  
CEO BICE BANK

*High standard event, I have gone to similar congress in other countries, New York, and it has nothing to envy. The set-up, organization.*

**CREATE YOUR PROFILE.  
CONNECT ONLINE WITH THE ATTENDEES & WATCH  
THE CONFERENCES ON VOD.**



**NETWORK.AMERICA-DIGITAL.COM**



**Search “America Digital”**

**Live online networking with Congress attendees before, during and after the Congress and access to all recorded conferences from the international experts.**

# CLOSING PARTY

# AMERICA DIGITAL



JUNE 18<sup>TH</sup>-19<sup>TH</sup>

TWO DAYS OF EXTENSIVE NETWORKING AND B2B ACTIVITIES

DÍAY1: WEDNESDAY, 18 <sup>th</sup>	ROOM	HOUR (GMT -6 )
Acreditación	Entrenivel, Nivel 2	Since 8:00 hrs
Inauguration and international seminar	Olmeca IV	9:00 - 13:00 hrs
1 to 1 Networking	1 to 1 Networking 1 and App	10:00 - 19:00 hrs
America Digital Tradeshow	Tradeshow Zone	9:00 - 19:00 hrs
C-Level Forum AI & Digital Transformation A	Olmeca IV	14:00 - 19:30 hrs
C-Level Forum AI & Digital Transformation B	Olmeca II	14:00 - 19:30 hrs
C-Level AI, Digital Banking & Fintech Forum	Olmeca III	14:00 - 19:00 hrs
Expo Conferences	Tolteca I	14:00 - 19:00 hrs
America Digital News TV Channel (LIVE)	Tradeshow Zone	9:00 - 19:30 hrs

DAY 2: THURSDAY JUNE 19 <sup>th</sup>	ROOM	HOUR (GMT -6 )
Acreditación	Entrenivel, Level 2	Since 8:00 hrs.
1 to 1 Neetworking	Networking Zone 1 & App	10:00-19:00 hrs
America Digital Tradeshow	Tradeshow Zone	9:00 - 19:00 hrs.
C-Level Forum AI & Digital Transformación A	Olmeca I	9:00 - 19:30 hrs.
C-Level AI, Digital Banking & Fintech Forum	Olmeca II	9:00 - 19:30 hrs.
AI, IOT & Industry 4.0 Forum	Olmeca III	9:00 - 19:00 hrs.
C-Level Forum AI & Ecommerce & Digital Marketing	Mixteca I	9:00 - 19:00 hrs
Bitcoin, Blockchain & Web3	Tolteca II	9:00 - 19:30 hrs
Expo Conferences	Tolteca I	9:00 - 19:30 hrs..
America Digital News TV Channel (LIVE)	Tradeshow Zone	9:00 - 19:30 hrs.

**OPPORTUNITY TO BE AN EXHIBITING COMPANY AT  
EXPO AMERICA DIGITAL**

# BENEFITS AS EXHIBITOR



2 days of Company Exhibition and networking to an audience of +5.000 executives from México & Central America seeking technologies, products, services and strategic partners. Specific meetings in the Business Meetings Session, broadcasting, marketing and communications before, during and after the event reaching C-level executives and decision makers around the region. [VIEW TRADESHOW HERE](#)

**ONLY 10  
POSITIONS  
AVAILABLE FOR  
NEW COMPANIES**



BENEFITS INCLUDED FOR EXHIBITORS AT AMERICA DIGITAL EXPO	Platinum	Gold	Silver
Space for Booth and Online Booth included	4x2 mts2	3x2 mts2	2x2 mts2
Staff accreditation in Booth	4	4	4
Wifi connections	4	4	2
Logo in official website and company description in Expo Digital Directory.	✓	✓	✓
Logo, placement and branding at Expo Digital	✓	✓	✓
1 article in blog, post on Facebook, Twitter, e-Newsletter reaching +200,000 executives.	✓	✓	✓
<b>BUSINESS EXECUTIVE TICKETS US\$ 740):</b> Expo + Expo Conferences + Specialized Expo + Expo Conferences + Specialized Latam Forum Conferences + International Seminar + One to One Meetings + Partner Programs + Closing Party + All Online Acceses.	15	10	7
<b>BUSINESS EXECUTIVE TICKETS ONLINE (US\$ 240):</b> Access to all activities via streaming throughour specialized platfomr: Expo + Expo Conferences + Specialized Forum Conferences + International Seminar + 1 to 1 Meetings + Partner Programs + Closing Party.	15	10	7
<b>PROFILES &amp; MEMBERSHIP FOR 1 YEAR AT THE ONLINE AMERICA DIGITAL NETWORK</b> Included at no additional cost (Standard fee <b>US\$ 190 per year for each profile</b> , <a href="https://network.america-digital.com">https://network.america-digital.com</a> ). You can connect online with previous attendees to pastCongress and view over 200 Conferences in format Video On Demand (VOD) from the previous Congresses.	30	20	14
20% discount on additional tickets for all company professionals and guest list.	✓	✓	✓
Rights to export the event to your website.	✓	✓	✓
Delivery database of the visitors to your physical & online booth	✓	✓	✓
<b>AFTER AUGUST 30<sup>th</sup> ,2024</b>	<b>US\$ 9,700</b>	<b>US\$ 8,300</b>	<b>US\$ 7,200</b>
<b>BEFORE AUGUST 30<sup>th</sup> ,2024</b>	<b>US\$ 8,700</b>	<b>US\$ 7,300</b>	<b>US\$ 6,200</b>
<b>TICKETS' BONIFICATION US\$</b>	<b>US\$ 14,700</b>	<b>US\$ 9,800</b>	<b>US\$ 6,860</b>

# BENEFITS STAND ONLINE

BENEFITS INCLUDED FOR EXHIBITORS AT AMERICA DIGITAL EXPO	PLATINUM ONLINE
Online Booth included	✓
Staff Accreditations	4
Logo in official website and company description in Expo Digital Directory.	✓
Logo, placement and branding at Expo Digital	✓
1 article in blog, post on Facebook, Twitter, e-Newsletter reaching +200,000 executives.	✓
<b>ENTRADAS BUSINESS EXECUTIVE (740 p/p):</b> Access to all activities via streaming through our specialized platform: Expo + Expo Conferences + Specialized Forum Conferences + International Seminar + 1 to 1 Meetings + Partner Programs + Closing Party.	4
<b>BUSINESS EXECUTIVE TICKETS ONLINE (240 p/p):</b> Access to all activities via streaming through our specialized platform: Expo + Expo Conferences + Specialized Forum Conferences + International Seminar + 1 to 1 Meetings + Partner Programs + Closing Party.	20
<b>PROFILES &amp; MEMBERSHIP FOR 1 YEAR AT THE ONLINE AMERICA DIGITAL NETWORK</b> Included at no additional cost (Standard fee US\$ 190 per year for each profile, <a href="https://network.america-digital.com">https://network.america-digital.com</a> ). You can connect online with previous attendees to past Congress and view over 200 Conferences in format Video On Demand (VOD) from the previous Congresses.	24
20% discount on additional tickets for all company professionals and guest list.	✓
Rights to export the event to your website.	✓
Delivery database of the visitors to your online booth	✓
<b>ONLINE BOOTH</b>	<b>US\$ 3,500</b>
<b>TICKETS' BONIFICATION US\$</b>	<b>US\$ 7,760</b>

# TICKETS



**\*20 % discount in  
addional tickets for  
exhibiting companies  
\* subject to availability**

TICKET CATEGORY (Rights)	TICKETS	
	 BUSINESS EXECUTIVE	 BUSINESS EXECUTIVE ONLINE
Physical access and Online access to all Congress activities	✓	
Online access to all Congress activities from our exclusive platform	✓	✓
1 to 1 meetings	✓	✓
Own profile and Avatar in the Congress	✓	✓
EXPO DIGITAL	✓	✓
INTERNATIONAL SEMINAR	✓	✓
C-LEVEL AI, DIGITAL TRANSFORMATION FORUM	✓	✓
C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	✓	✓
AI, IOT & INDUSTRY 4.0 FORUM	✓	✓
C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING	✓	✓
BITCOIN, BLOCKCHAIN & WEB3 FORUM	✓	✓
VENTURE CAPITAL & PRIVATE EQUITY FORUM	✓	✓
PARTNER PROGRAMS	✓	✓
EXPO CONFERENCES (Success cases)	✓	✓
Access to the event APP with search and 1 to 1 meeting features	✓	✓
AMERICA DIGITAL ONLINE NETWORK MEMBERSHIP and profile included at no cost for 3 Months (standard value US\$ 190 / per year). With your membership in America Digital Network ( <a href="https://network.america-digital.com">https://network.america-digital.com</a> ) you can connect online with previous attendees to past Congress and view over 200 Conferences en format Video On Demand (VOD) from the previous Congresses.	✓	✓
Closing Party	✓	✓
<b>TICKET PRICE p/p</b>	<b>US\$ 740</b>	<b>US\$ 240</b>



UPGRADE TO SPONSOR

# OPPORTUNITIES BE AN OFFICIAL SPONSOR

America Digital Mexico Congress 2025

## WHY TO BE A SPONSOR?



Through AMERICA DIGITAL CONGRESS your brand achieves national and international branding, placement and positioning as a Top of Mind company in its area, among executives from large corporations, companies and industries around the Americas.

America Digital invests directly in marketing, communications and publicity in México, Latam & globally, this is also powered through media partners as CNN, America Economía, among others with a regional, local and specialized media coverage by topics, reaching over 500,000 decision makers and generating over 500 million impressions, providing an important return over investment for the Sponsors.

# WIDE MEDIA COVERAGE



# OFFICIAL SPONSORS SUCCESS CASES



Companies like Microsoft, Intel, Zendesk, Telefonica, Huawei, Tech Mahindra, Visa, Amazon, Ericsson, Deloitte, Siemens have already been sponsors of America Digital, obtaining:










- +500.000 impressions on our e-newsletters, social networks, web, blog, media and communications.
- Placing their brand in front of more than 3000 attendees.
- Positioning as a Top of Mind Brand and leader.
- Lead generation and business meetings with key executives from in a single day and place.
- Extensive branding and placement during the whole Congress.

*Marketing, communications, publicity, branding and placement for Sponsors*

## Sponsor benefits:

- Branding and placement on web, credentials, e-newsletters, folders, social media, invitations, brochures and advertisements in newspapers, POP, digital displays, logo in online and off-line communications and media.
- Brand presence in America Digital's live activities, Expo, International Seminar, Conferences, Forums, Business Roundtable, Closing Party, America Digital Online Network, POP at tradeshow, Widescreens, Digital Signage.
- America Digital produces articles, press releases that are distributed through an international network of journalists, PR agencies, specialized in ICT, Mobile, Telecom, IoT, e-Commerce, Digital Marketing, and media partners of the event. Content distribution covers print, television, radio, online media and social networks at a national and international level. Some examples are CNN, America Economía, PRNewswire.
- Our Press releases are sent to a base of 650 journalists from selected specialized media and distributed through Prnewswire.
- America Digital e-Newsletter every 3 weeks reaches over 200,000 managers and decision-makers in Latin America.
- Our communities on Facebook, Twitter, LinkedIn and Youtube, allow us to potentially reach 2.5 million professionals.
- Our website has an average of 500,000 unique visitors per year. + 500 million media impressions were obtained during the 2020 Congress.

# SPONSORSHIP'S COMPARATIVE CHART

SPONSORSHIP'S RIGHTS	 MAIN SPONSORS DIAMOND		 MAIN SPONSORS CONGRESS		 SPONSOR C-LEVEL AI, IOT INDUSTRY 4.0 FORUM	 C-LEVEL ARTIFICIAL INTELLIGENCE FORUM	 BITCOIN BLOCKCHAIN & WEB 3 FORUM	 SPONSOR C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	 SPONSOR C-LEVEL AI, DIGITAL TRANSFORMATION FORUM	 SPONSOR C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING	 SPONSOR VENTURE CAPITAL & EQUITY FORUM
	PHYSICAL SPACE FOR BOOTH & ONLINE BOOTH: (Subject to modifications).	4,25x4,25 / 20 mts <sup>2</sup>	4,25x4,25 / 20 mts <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	4x2 / 2x2 m <sup>2</sup>	-
STAFF ACCREDITATIONS	8	8	4	4	4	4	4	4	4	-	
BUSINESS EXECUTIVE TICKETS (US\$740): Expo + Expo Conferences + Specialized Latam Forum Conferences + International Seminar + One to One Meetings + Partner Programs + Closing Party + All Online Accesess.	50	50	30	30	30	30	30	30	30	30	
BUSINESS EXECUTIVE TICKETS ONLINE (US\$240): Access to all activities via streaming through our specialized platform: Expo + Expo Conferences + Specialized Forum Conferences + 1 to 1 Meetings + Partner Programs + Closing Party.	50	50	30	30	30	30	30	30	30	30	
PROFILES & MEMBERSHIP FOR 3 MONTHS AT THE ONLINE AMERICA DIGITAL NETWORK. Included at no additional cost (Standard fee US\$ 190 per year for each profile, <a href="https://network.america-digital.com">https://network.america-digital.com</a> ). You can connect online with previous attendees to past Congress and view over 200 Conferences in format Video On Demand (VOD) from the previous Congresses.	100	100	60	60	60	60	60	60	60	60	
MEDIA PLAN: Logo in printed, digital, and audiovisual media, (TV, Radio, Press), Social Media (Twitter, LinkedIn, Facebook), Google Display Latam.	LOGO FIRST ROW AT MEDIA PLAN	LOGO FIRST ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	LOGO SECOND ROW AT MEDIA PLAN	
BRANDING & PLACEMENT: Congress activities.	ALL CONGRESS ACTIVITIES	ALL CONGRESS ACTIVITIES	AI, IOT INDUSTRY 4.0 FORUM	C-LEVEL ARTIFICIAL INTELLIGENCE FORUM	BITCOIN, BLOCKCHAIN & WEB 3 FORUM	C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	C-LEVEL IA & DIGITAL TRANSFORMATION FORUM	C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING FORUM	VENTURE CAPITAL & PRIVATE EQUITY FORUM		
SPEAKER APPLICATION: The brand can apply for one speaker position at the specialized forum of choice. (*Content Committee approval is required. Speaker must be an influencer or expert in a global or Americas's Level). It includes Conference room completely equipped audiovisually, global broadcasting by streaming. The Conference is recorded and published as VOD (Video On Demand) at the Online America Digital Network ( <a href="https://network.america-digital.com">https://network.america-digital.com</a> ) + Conference Communications Plan. Conferences with speakers are included in the Congress' Digital Program (which receives over 100 k downloads) and it is distributed to attendees.	03 LATAM FORUM OF CHOICE	02 LATAM FORUM OF CHOICE	01 AI, IOT INDUSTRY 4.0 FORUM	01 C-LEVEL ARTIFICIAL INTELLIGENCE FORUM	01 BITCOIN, BLOCKCHAIN & WEB 3 FORUM	01 C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	01 C-LEVEL IA & DIGITAL TRANSFORMATION FORUM	01 C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING FORUM	01 VENTURE CAPITAL & PRIVATE EQUITY FORUM		
DELIVERY DATABASE OF THE VISITORS TO YOUR PHYSICAL AND ONLINE BOOTH	✓	✓	✓	✓	✓	✓	✓	✓	✓		
DELIVERY DATABASE OF ATTENDEES (PHYSICAL AND ONLINE) TO THE RESPECTIVE CONFERENCE FORUM	✓	✓	✓	✓	✓	✓	✓	✓	✓		
COMPANY DESCRIPTION: at the America Digital Congress's website according to sponsor category.	✓	✓	✓	✓	✓	✓	✓	✓	✓		
COMPANY LOGO AT AMERICA DIGITAL Congress's website and e-Newsletter to the database of 200k executives.	✓	✓	✓	✓	✓	✓	✓	✓	✓		
EDITORIAL ARTICLE at the Congress'e-Newsletter.	3	3	1	1	1	1	1	1	1		
ARTICLE at the America Digital Congress' Blog.	3	3	1	1	1	1	1	1	1		
20% DISCOUNT IN ADDITIONAL TICKETS for company employees and guest list	✓	✓	✓	✓	✓	✓	✓	✓	✓		
RIGHT TO EXPORT THE EVENT TO YOUR WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓		
RIGHT FOR OWN MARKETING CAMPAIGN to make a Marketing Campaign using the America Digital Congress sponsorship category. (*America Digital Committee approval of the Campaign is required)	✓	✓	✓	✓	✓	✓	✓	✓	✓		
<b>AFTER AUGUST 30<sup>th</sup>, 2024</b>	USD 49,000	USD 39,000	USD 19,500	USD 19,500	USD 19,500	USD 19,500	USD 19,500	USD 19,500	USD 19,500		
<b>BEFORE AUGUST 30<sup>th</sup>, 2024</b>	USD 45,000	USD 37,000	USD 17,500	USD 17,500	USD 17,500	USD 17,500	USD 17,500	USD 17,500	USD 17,500		
TICKETS BONIFICATION US\$	USD 49,000	USD 49,000	USD 29,400	USD 29,400	USD 29,400	USD 29,400	USD 29,400	USD 29,400	USD 29,400		

# PARTNER PROGRAMS

Partner Programs are limited to 3 and include:

The Partner Programs offer to the BRAND the unique opportunity to hold its own event using the 6th America Digital Congress as a platform. You will have your own Conference Room or Saloon, where you can hold your own thematic event. (\*Content Committee approval is required)

**PARTNER PROGRAM EXAMPLE PERFORMED BY GOOGLE WITH ITS GOOGLE INNOVATION LAB ORIENTED TO C-LEVEL.**



PARTNER PROGRAMS	INCLUDE
Fully equipped audiovisual salon for 200 attendees, including translation.	✓
<b>PARTNER PROGRAM</b> description in the Congress program distributed to more than 5,000 attendees during the Congress. Also on the web, e-newsletter and social networks.	✓
<b>PARTNER PROGRAM</b> communication before, during and after the Congress, as part of global communications of the Congress.	✓
Branding and placement in the PARTNER PROGRAM Salon during your presentation.	✓
Article in e-Newsletter about the PARTNER PROGRAM.	1
Mention of the PARTNER PROGRAM in the blog and official distribution in the Congress networks.	✓
PARTNER PROGRAM broadcasted by Streaming.	✓
Recording of the PARTNER PROGRAM. PARTNER PROGRAM is published under VOD in America Digital Online Network.	✓
Right to export THE PARTNER PROGRAM to your website.	As Partner Program
<b>BUSINESS EXECUTIVE TICKETS (740 p/p):</b> Expo + Conferences Expo + Conferences Specialized Forums + International Seminar + Networking 1 to 1 + Venture Capital + Closing Party + Online Access to all Congress activities	100
<b>BUSINESS EXECUTIVE ONLINE TICKETS (240 p/p):</b> Online access to all Congress activities; Expo + Conferences Expo + Specialized Forums Conferences + International Seminar + Networking 1 to 1 + Closing Party.	100
<b>PROFILES and Membership for 1 year in APP RED AMERICA DIGITAL</b> included at no additional cost. (Normal value for each profile & membership US \$ 190 / year per user): In the Red America Digital <a href="https://network.america-digital.com">https://network.america-digital.com</a> you can connect with historical and current Congress attendees, as well as access more than 200 conferences in Video On Demand (VOD) format from previous America Digital Congresses.	200
Delivery of the attendees database (live & online) to your Partner Program	✓
20% discount for company professionals and guest list.	✓
<b>PARTNER PROGRAM HALF DAY (9:00 – 13:00 hrs or 15:00-19:00 hrs).</b>	<b>US\$ 54,000</b>
<b>Tickets' Bonification</b>	<b>US\$ 74,000</b>

# PRIVATE MEETING ROOMS



Your own private meeting room  
for two days

Define your own activities

Only 5 meetings rooms available.

From US\$ 22,000.

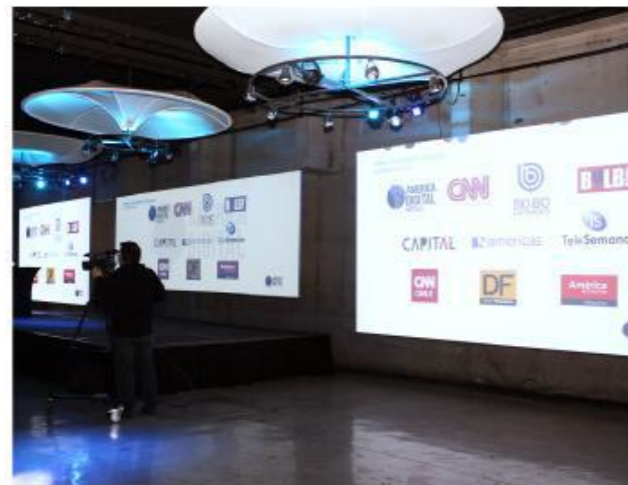
Av equipment not included.  
Any additional requirements  
must be contracted directly with  
the venue.



# PRIVATE MEETING ROOMS



# BRANDING & PLACEMENT



# BRANDING & PLACEMENT



# SPONSORSHIP LANYARD



Positioning your Brand in front of 5000 C-Levels that will use the Lanyard during 2 days.

Pricing US\$ 35,000  
(Only 1 position).

# ADDITIONAL BRANDING & PLACEMENT PRODUCTS



## SPONSOR REGISTRATION

Put your brand in front of 5000 C-Levels during the registration

US\$ 20,000 (Only 1 position).

# SPOTS AT EXPO SCREENS



Pricing for 1 day US\$ 9,500.  
One Spot 20-30 seconds 8 times  
during the day, each 1 hour.

# SPONSOR CORPORATIVE LUNCH



Sponsor 2 days  
Corporate Lunch

Pricing US\$ 25,000 c/u.

1 position

# SPONSOR 1 to 1 NETWORKING ZONES



Pricing US\$ 25,000 c/u

2 Positions available .



## INTERVIEW ON LINE BY AMERICA DIGITAL NEWS TV DURING THE CONGRESS



15-20 minutes on line interview in ur TV set during the congress global broadcasting and distribution of the interview to our 80,000 C-Levels subscribers. .

Normal pricing **US\$ 5,800**

Special pricing for Sponsors, **US\$ 4,000.**

Limited only to 16 interviews during the congress. Reserve in advance (under availability)

## Sponsorships / Exhibitors

### LATIN AMERICA, EUROPE & GLOBAL



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### ARGENTINA, LATIN AMERICA & USA



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### BRAZIL & LATIN AMERICA



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