



BACK 2 BUSINESS
INTERNATIONAL
JOINT INTERNATIONAL TRADE NETWORKING®

SPONSORSHIP PACKAGE

2019



8TH OCT
MEXICO CITY



10TH OCT
BOGOTA



15TH OCT
SÃO PAULO

EVENT PARTNER:

wework

GLOBAL PARTNERS:



BACK 2 BUSINESS

BACK 2 BUSINESS provides a unique platform for the business community to engage in meaningful and productive dialogue, exploring potential business opportunities, including both inward and outward investment in Latin America. This evening networking event is carefully crafted to suit the needs of Latin America while merging a local focus with a global reach.

In previous events in Latin America we brought together the elite business community, making history in bringing the international community together.

INTERNATIONAL JOINT INITIATIVE

BACK 2 BUSINESS is an international trade networking event providing a unique platform for the business community to engage in meaningful and prosperous dialogue. Our event hosts chambers of commerce, business associations, embassy trade departments and consulates and their members to discuss and foster business investment opportunities inward and outward in the hosting country. This evening networking event is carefully crafted to suit the needs of each hosting city while merging a local focus with a global reach.

MARKET EXPOSURE

PUBLIC SECTOR

- Chambers of Commerce
- Consulates
- Government Trade Bodies
- Business Organisations
- Embassies

PRIVATE SECTOR

- Corporate Chamber of Commerce members
- Senior Management
- Investors
- SMEs
- Business professionals

Our Joint International Trade Networking event provides an opportunity to connect with our attendees through our online meeting platform, where meetings can be pre-arranged prior to the event.

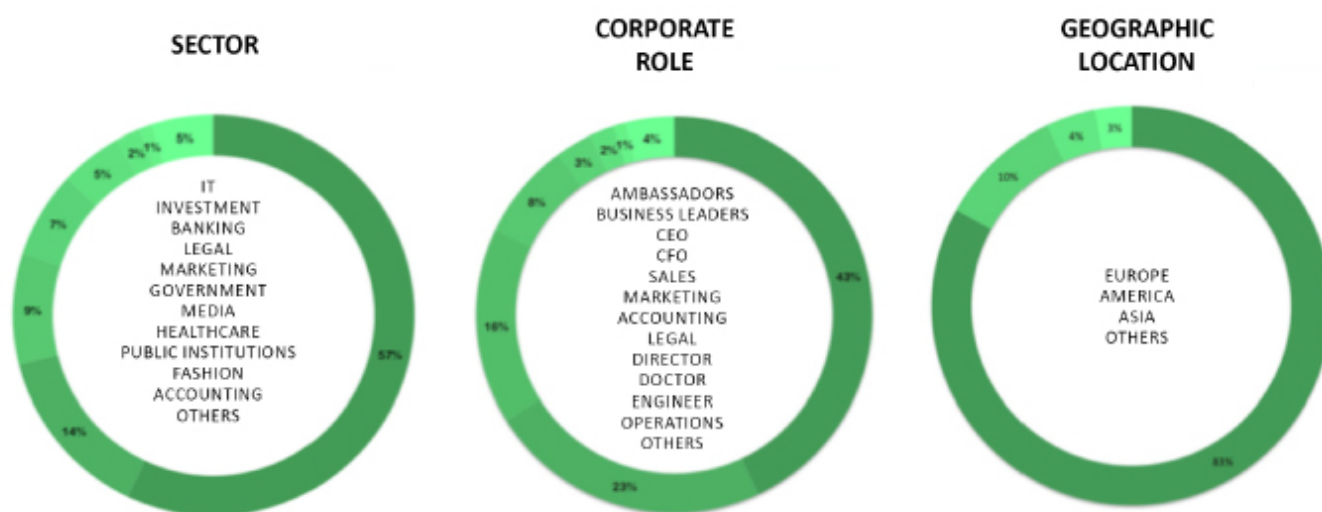


ATTENDEE PROFILE

BACK 2 BUSINESS attracts a very high profile business audience, merging both the public and private sectors in one unique networking event.

According to our survey, 80% of our attendees can be your potential clients. BACK 2 BUSINESS provides you an opportunity to showcase your company's products and increase market share.

Audience sizes of each attendee range from 1,000 – 20,000 email subscribers, with many more followers across all of their channels



REASON TO BECOME A SPONSOR

COMMERCIAL BENEFITS:

- (1) Access to our B2B online meeting platform where you can pre-book meetings with prospective business associates attending the event in our dedicated business lounge
- (2) Target many new potential clients within one networking evening
- (3) Guaranteed stand within the event space with full marketing exposure
- (4) Direct access to hundreds of local and international business executives, senior management and decision makers
- (5) Exposure to foreign missions based in the hosting country, including consulates and senior diplomats
- (6) Placement on our BACK 2 BUSINESS website for international exposure alongside global events
- (7) Extensive promotion of your business before, during and after the event
- (8) Direct knowledge exchange and face-to-face interaction with local and foreign public authorities and business professionals
- (9) The opportunity to learn about the latest trends and international developments from bilateral chambers, business associations, embassy trade departments and consulates
- (10) Forge and establish business relations with similar institutions globally

GLOBAL TOUR 2019

BUCHAREST, SYDNEY, SÃO PAULO, ISTANBUL, MEXICO CITY, BRUSSELS, LONDON,
CAPE TOWN, LISBON, NEW YORK, SINGAPORE, WASHINGTON DC, BOGOTA



3 CITIES

PLATINUM
5,000 USD

PREMIER
3,200 USD

PREMIUM
1,500 USD

2 CITIES

PLATINUM
3,400 USD

PREMIER
2,200 USD

PREMIUM
1,000 USD

1 CITY

PLATINUM
1,800 USD

PREMIER
1,200 USD

PREMIUM
600 USD

SPONSORSHIP BENEFITS

	PLATINUM	PREMIER	PREMIUM
ONLINE MARKETING CAMPAIGN			
Company logo being added to the homepage	●	●	
Detailing your company as our sponsor in the press release	●		
Company logo in all marketing material	●	●	●
Company logo on all digital marketing campaigns sent out by each participating chamber / embassy to their members and clients	●	●	●
Logo recognition on the BACK 2 BUSINESS social media (website, Facebook, LinkedIn) and sponsor section, with web link	●	●	●
Corporate profile added to the BACK 2 BUSINESS website with global reach	●		
Post event newsletter dedicated section for our sponsors sent to all attendees and our entire BACK 2 BUSINESS network	●	●	●
Logo included in pre-event and post-event promotional adverts	●		
Opportunity to provide promotional materials for distribution to event guests	●		
Individual Social media posts (Facebook) highlighting your business as a sponsor beginning 2 months prior to the event	5	3	
Video interview for the post promotional video	●		
E-mail promotions to 13,000+ members	●	●	●
EVENT & VISUALS			
Stand within event space for branding by company	MAIN HALL	MAIN HALL	MAIN HALL
Company name will be mentioned in the Welcome Speech	●		
Video commercials / promotional media played on screens within the event	●		
Strategic areas allocated to the company for any promotional material (if provided)	●	●	●
Logo on screens in the event	●	●	●
Roll up banner (if provided)	Spider / 3 Roll ups	Up to 2	1
Branded gift bag (if provided)	●	●	



MAIN SPONSOR

As a main sponsor you will have increased visibility and positioning above all other sponsor categories. This will a separate mentioning in the main speech and press release.

Prime location stand within the event hall with advertorial materials
Logo included in pre-event and post-event promotional adverts
Promotion to media and press outlets as a major supporter of the BACK 2 BUSINESS event
Access to our B2B online meeting platform where you can pre-book meetings with prospective business associates attending the event in our dedicated business lounge
Branded corporate spider and 2 roll-ups if provided
Opportunity to provide promotional materials for distribution to event guests
Your business name presented in a digital ad running at the event
Advance logo recognition on the BACK 2 BUSINESS social media (website, Facebook, LinkedIn) and sponsor section, with web link
Eight social media posts (Facebook) highlighting your business as a sponsor beginning 2 months prior to the event
Video introductions and interviews
Post event newsletter dedicated section sent to all attendees and entire BACK 2 BUSINESS network
Your business name prominently displayed on signage at the event
E-mail promotions to 20,000+ members

PACKAGE PRICE FOR 3 CITIES

MAIN
7,000 USD

Past Sponsor:



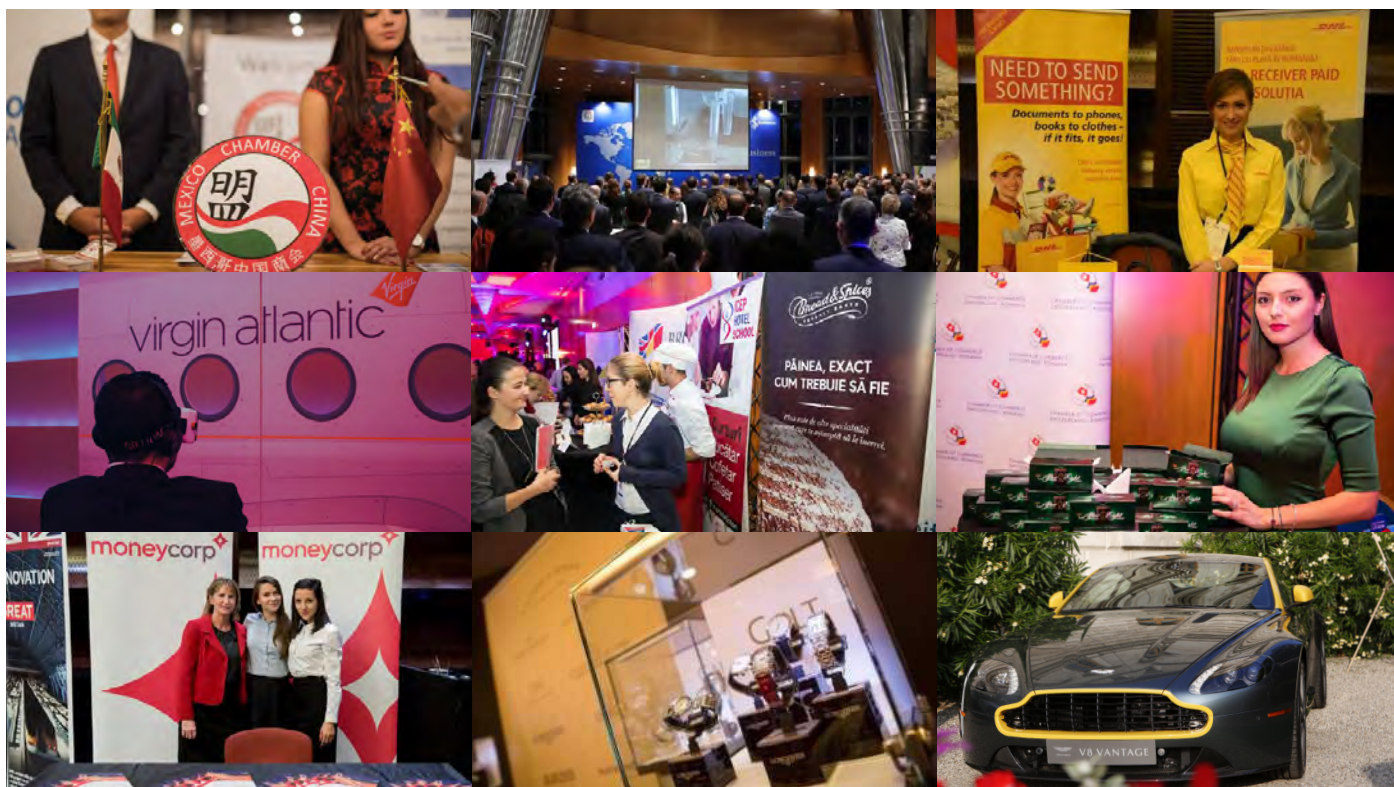
PAST PARTICIPANTS



LOCAL PUBLICATIONS



SPONSORS SHOWCASE



MEDIA ATTRACTION



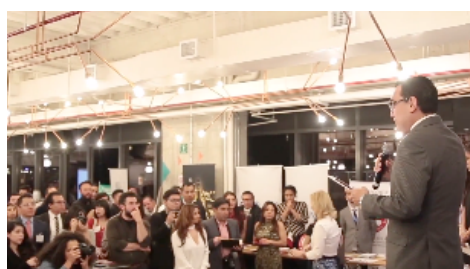
Testimonials



*BACK 2 BUSINESS on
Bloomberg Turkey*



*BACK 2 BUSINESS
Romania*



*BACK 2 BUSINESS
Mexico City*



*BACK 2 BUSINESS
Sydney*



*BACK 2 BUSINESS
Cluj*



BACK 2 BUSINESS
INTERNATIONAL
JOINT INTERNATIONAL TRADE NETWORKING®

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