



### CIPAL

CIPAL is a unique meeting point for professionals, experts and attendees from the the pet food industry. It offers the latest industry innovations and great networking opportunities. In 2024 we present its third edition, after the success in 2019 and 2022, where more than 40 global exhibiting companies, 32 speakers and 600 attendees from different countries attended from Latin America, USA and Europe.

### Organizaded by



We stand out for being a pet food Media that provides different marketing & communication solutions through our different platforms and products:

- -Event organization: All Pet Food Congress
- -Digital platform: All Pet Food Online
- -Technical & Specialized Magazine: All Pet Food Magazine
- -Information & Data: All Pet Food Analytics







Puerto Madero Buenos Aires | Argentina

Universidad Católica Argentina (UCA)

# Common benefits for being part of CIPAL 2024

Valid from the beginning of the contract until the end of the event







**NEWSLETTER** 



SOCIAL MEDIA



TICKETS AND REGISTRATION FREE OF CHARGES



- 4 x 3 mts (12 Sqm) Exhibition Area (Main Aisle at the Exhibition Hall)
- Register of 4 members of the company as exhibitors
- 4 free tickets to invite clients
- · Logo of the company on: Event website, Social media and in all event communications during the period of promotion
- Access to a list of participants through an app, 48 hours prior to the event, available to coordinate meetings. Delegate List after the event
- Promotion of the company in CIPAL s Newsletter
- Technical Brochure of the Company and Products in the Event Bags (optional)
- · 3 x 3 mts (9 Sqm) Exhibition Area
- · Register of 3 members of the company as exhibitors
- · 3 free tickets to invite clients
- · Logo of the company on: Event website, Social media and in all event communications during the period of promotion
- Access to a list of participants through an app, 48 hours prior to the event, available to coordinate meetings. Delegate List after the event
- · Promotion of the company in CIPAL´s Newsletter
- Technical Brochure of the Company and Products in the Event Bags (optional)
- · 3 x 2 mts (6 Sqm) Exhibition Area
- Register of 2 members of the company as exhibitors
- · 2 free tickets to invite clients
- · Logo of the company on: Event website, Social media and in all event communications during the period of promotion
- Access to a list of participants through an app, 48 hours prior to the event, available to coordinate meetings. Delegate List after the event
- · Promotion of the company in CIPAL´s Newsletter
- Technical Brochure of the Company and Products in the Event Bags (optional)

### Floor plan CIPAL 2024





# Coffee Station + Coffee Break

- 1) A coffee station in the foyer of each auditorium (2), prior to the start of the conference program. **Duration: 30min**
- 2) Coffee Break mid-morning in the exhibition area. Duration: 1:20h
- Customized totems (1.20m approx.)
- Branding of the company on disposable cup holders
- Table displays at Coffee Station & Coffee Break
- Brand advertisement on auditorium screens
- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App,
- 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (As sponsors)
- -3 free tickets to invite clients













# Visual Supports

Printed and digital graphics to be displayed during the days of the event

- Signage within the location (UCA) on banners
- Panels on the glass window pane at the entrance of the venue
- -Presence of the brand on CIPAL's website, social media
- & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App,
- 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (sponsors)
- -3 free tickets to invite clients



## Badges

#### • Branding in all Badges of the event

- -Presence of the brand on CIPAL's website, social media
- & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App,
- 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (As sponsors)
- -3 free tickets to invite clients







# Register zone



- 1 television with stand. Transmission of institutional video of the brand.
- Video production
- Graphics printed in the registration zone
- Display of the Brand at Counters-Reception Desks
- Presence in e-mail, WhatsApp and confirmation PDF registration of all attendees
- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App, 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (Sponsors)
- -3 free tickets to invite clients









### Bags

In the registration area, a bag is given to all attendees

#### Printing of the company logo on one side of the bag

- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App, 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (sponsors)
- -3 free tickets to invite clients



# Materials for Conference

Placed inside the bags which will be given to each attendee

- Personalized Notebooks with design included
- Pencil or pen with the company Logo
- -Presence of the brand on CIPAL's website, social media
- & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App,
- 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (Sponsors)
- -3 free tickets to invite clients.







### Lunch

Lunch in the exhibition hall. Duration: 2:00h

- Custom totems
- Table displays
- Brand advertisement on auditorium screens
- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App,
- 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (Sponsors)
- -3 free tickets to invite clients











## **Happy Hour**

At the end of the event, glasses of wine will be offered accompanied by canapés and cocktails. The moment will be accompanied by a background musical duo. Duration: 1:00hs

- Custom totems
- Promotion of the brand on auditorium panels
- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -Access to the list of exhibitors & attendees through an App, 48 hours prior to the event and available to coordinate meetings
- -2 registrations for members of the company (Sponsors)
- -3 free tickets to invite clients





### Networking: Database

List of CIPAL´s participants, possibility of schedule meetings in advance via App

- Access to the list of participants via App 48 hours prior to the event and available to schedule meetings.
- Presence of the brand on CIPAL's website, social media
  & in all event communications during the period of promotion
- Presence of the brand on CIPAL's newsletters
- 2 registrations for members of the company (Sponsors)







# Exclusive networking sector

Exclusive sectors within a shared room to generate networking **Available: two full days** 

- Table and 4 chairs inside the networking room
- Banner (Design in charge of the brand)
- Tabletop displays
- -Access to the list of participants via App, 48 hours prior to the event and available to schedule meetings
- -Presence of the brand on CIPAL's website, social media & in all event communications during the period of promotion
- -Presence of the brand on CIPAL's newsletters
- -2 registrations for members of the company (Sponsors)
- -3 free tickets to invite clients



Organized by

PET FOOD

