

24-25  
JULIO  
2024

# ELBA

ENCUENTRO LATINOAMERICANO

**BIENESTAR ANIMAL**

Hotel W Santiago  
Av. Isidora Goyenechea 3000  
Las Condes

**ELBA  
LATIN AMERICAN ANIMAL WELFARE MEETING  
JULY 24TH - 25TH, 2024  
W HOTEL, SANTIAGO, CHILE**

WELCOME





# ELBA

ENCUENTRO LATINOAMERICANO

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## 1st LATIN AMERICAN WELFARE MEETING

**A unique event!**

Welcome to the First Latin American Animal Welfare Encounter, ELBA 2024, where leaders and professionals come together to promote ethical and sustainable practices in animal production and pet care.

**Participants:**

Authorities, media, societies, and companies from the industry.







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# ROBERTO BECERRA

CEO & FOUNDER ACBA  
Asociación Chilena de Bienestar Animal



Veterinarian specializing in food safety, quality assurance systems, animal production systems, animal health, traceability, national and international legislation, export requirements, and animal welfare. With 10 years of experience as Head of the Health and Safety Department at the Chilean Pork Producers Association.

Diplomas in animal welfare from the Universidad Mayor, human resources management from the Universidad Adolfo Ibañez, and innovation from the Universidad Católica de Chile. Extensive experience in market opening and export requirements for Latin American markets, USA, Canada, Korea, China, Japan, Mexico, European Union, among others.





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# Dr. HÉCTOR MONTILLA

CEO & FOUNDER AEBA

Asociación Ecuatoriana de Bienestar Animal



Dr. Héctor Montilla, with 25 years of experience in the Poultry Industry, stands out for his expertise in Animal Health, Animal Welfare, and laboratory analysis. He has collaborated with leading companies in Venezuela and Ecuador, participating in monitoring programs, technical committees, and providing international training.

His extensive training includes courses and events in the USA, Netherlands, Spain, Mexico, Argentina, Brazil, Colombia, Venezuela, Aruba, and Ecuador. His commitment to quality standards is reflected in his participation in programs such as Intestinal Integrity, H.A.C.C.P., Good Agricultural Practices, and Animal Welfare.





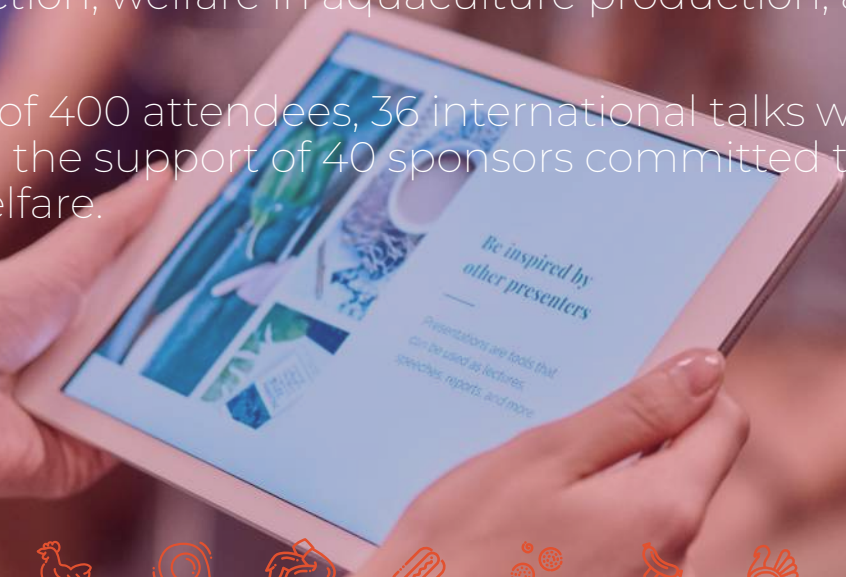
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***"Animal Welfare is essential for sustainability and health, positively impacting the supply chain and the quality of life of animals."***

This encounter is organized by ACBA (Chilean Association of Animal Welfare) and AEBA (Ecuadorian Association of Animal Welfare).

It is structured into three main areas of presentations: welfare in poultry and pig production; welfare in aquaculture production; and animal welfare in pets.

With the participation of 400 attendees, 36 international talks will be offered, and it will have the support of 40 sponsors committed to the cause of animal welfare.







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# ELBA 2024 GOALS



"Elevating the quality of animal production.

Improving the experience of canine or feline patients and their guardians within the framework of veterinary medical care with animal welfare.

Enhancing 'One Welfare,' a concept that addresses welfare within the framework of animal production or healthcare for companion animals, including all those involved in the process, alongside the animals."





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## SUSTAINABILITY

Animal Welfare is an important pillar of **Sustainability** and the correct strategy for **reducing the use of antibiotics** in animals.



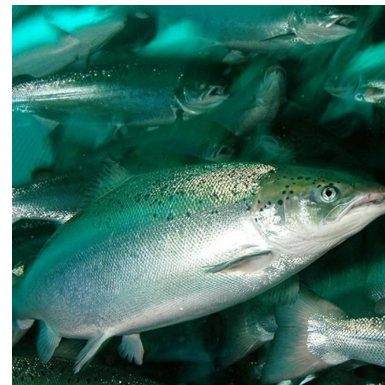
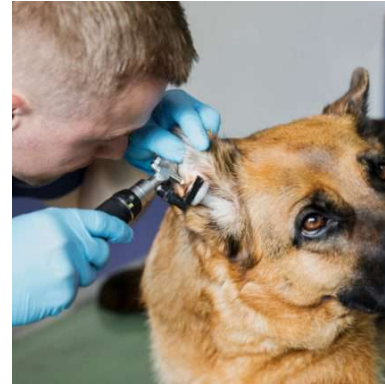




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## MORE ETHICAL PRODUCTION

Join **ELBA 2024** and be part of the change towards a **more ethical and sustainable animal production.**







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## SANTIAGO DE CHILE

Santiago de Chile is the capital of Chile, located practically in the geographic center of the country. It is the **capital of the Metropolitan Region of Chile**. Santiago is the most populous city in the country, with a total population of approximately 6 million inhabitants.

It can be called the heart of the national economy and it concentrates the largest number of museums, universities, cinemas, theaters, and sports venues in the country. Santiago is currently positioned as a leading city in Latin America in a series of social, economic, and environmental factors.

The city has expanded rapidly since the 1920s, now occupying about 2% of the total land area of the country (excluding the Antarctic Territory).





# EXCELLENT LOCATION

In the heart of the eastern sector of Chile's capital, with access to public transportation, parking, restaurants, and commerce.



# FIRST CLASS FACILITIES

Excellence in quality and service throughout all facilities.



# MULTIPLE SPACES

Contents strategically distributed across different areas of the convention center.



# ACCOMMODATIONS

The hotel offers rooms, and advance booking could provide preferential rates for attending ELBA.







## KEY MESSAGE

Authorities, media, societies, and industry companies will be present at this unique event.

**Producing animal protein is positive thanks to Animal Welfare** and the entire supply chain that, involved with this new science, allows it to be carried out.

Animal welfare has a transcendent meaning and impact on the animal's life, as well as on the **sustainability** of the planet and **food safety**.





## HIGHLIGHTS

- Two days and specialized rooms
- Excellence in attention
- Exclusive services
- Technical content, testimonials, and industry references.
- More than 350 Attendees
- 36 Exhibitors from around the world

### Specialized Rooms:

- Poultry and Swine
  - Aquaculture
  - Cattle
  - Companion Animals
- 
- Expedited accreditation.
  - Highlighted staging.
  - Coffee break and cocktail services.
  - Closing party on Thursday.



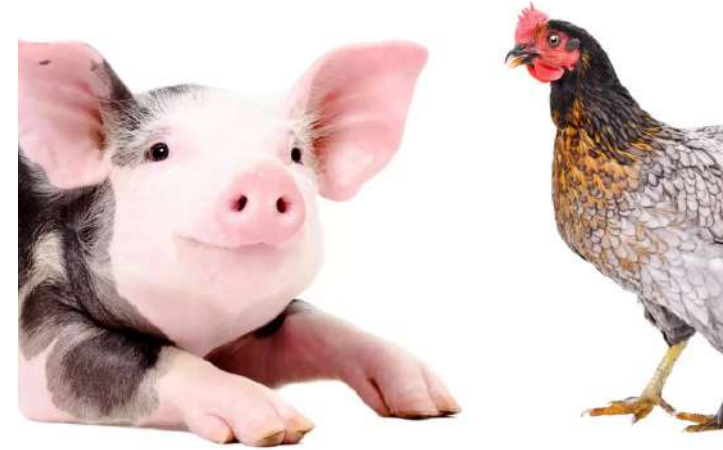




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## SPECIALIZED ROOMS

- 01 Poultry and Swine
- 02 Cattle
- 03 Acquaculture
- 04 Companion Animals



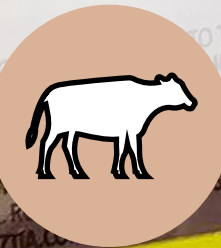
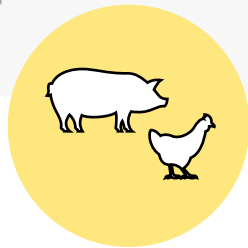




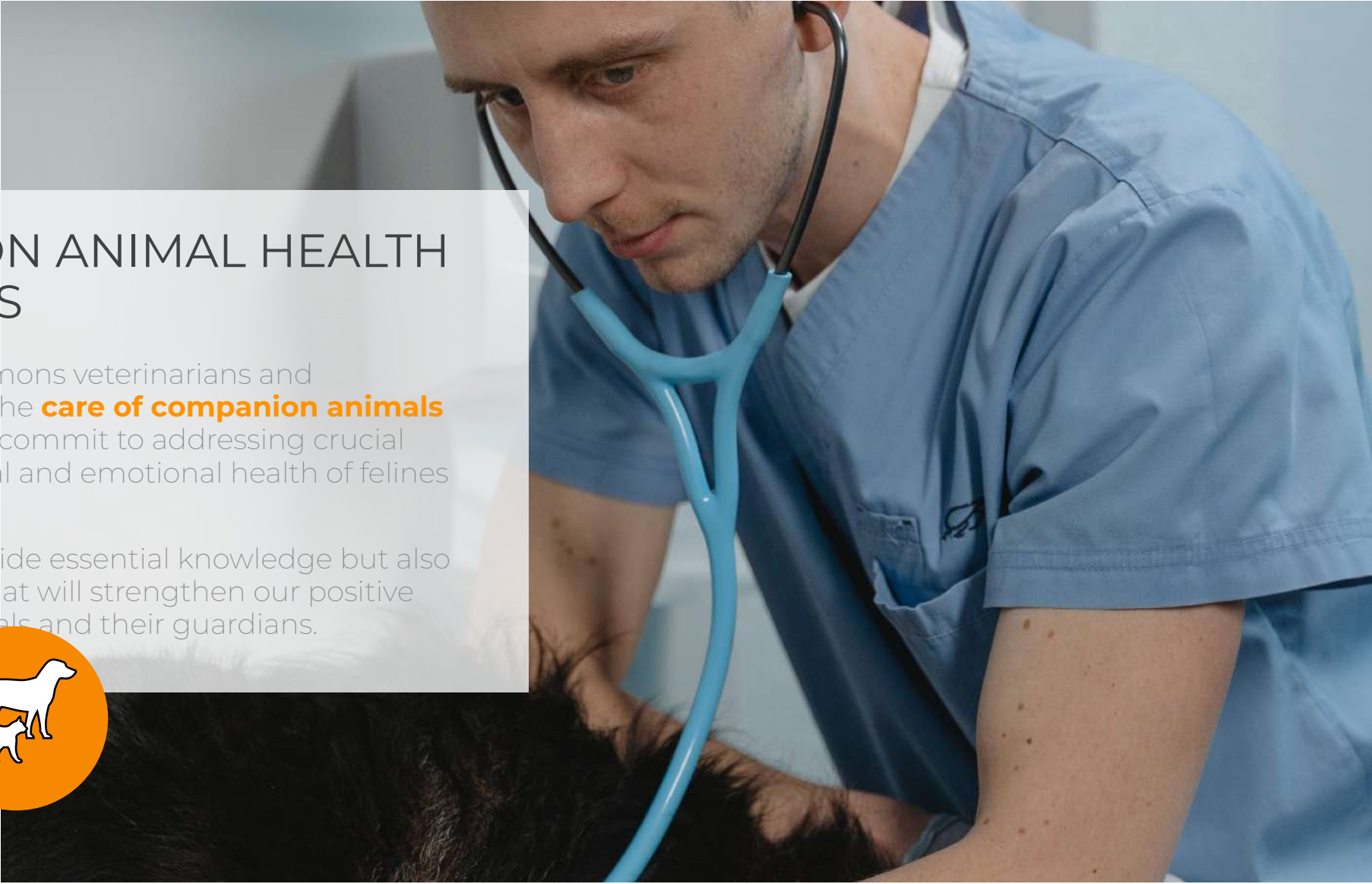
## FOR ANIMAL PRODUCTION PROFESSIONALS

In the specialized rooms of "**Poultry and Pigs**" "**Cattle**" and "**Aquaculture**", content will be provided regarding the production animals and real welfare at all stages of their development and life cycle, including processing.

Additionally, a commitment is made to ensure maximum food safety, responsibility, and sustainability for consumers of animal protein.





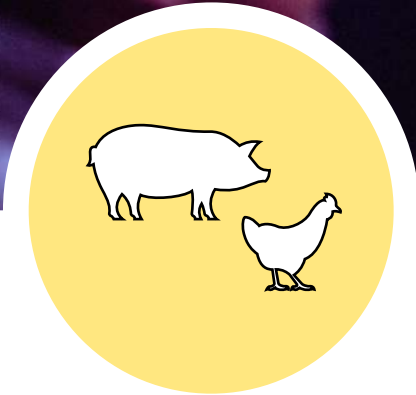


## FOR COMPANION ANIMAL HEALTH PROFESSIONALS

In parallel, ELBA 2024 summons veterinarians and professionals dedicated to the **care of companion animals** from across the region. We commit to addressing crucial topics to ensure the physical and emotional health of felines and canines.

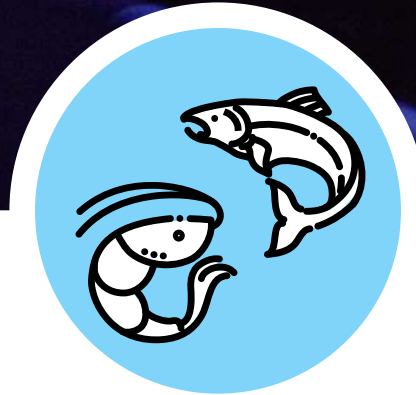
This event will not only provide essential knowledge but also foster enriching dialogue that will strengthen our positive impact on the lives of animals and their guardians.





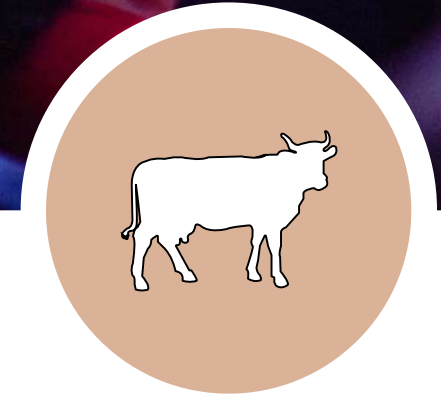
## "Poultry & Swine Production"

Critical topics for the welfare of layers, broilers, and swine will be addressed. Innovative practices and technologies aimed at improving the living conditions of animals will be discussed, promoting ethical and sustainable standards in the industry.



## "Aquaculture Production"

Responsible practices for the cultivation of aquatic species will be analyzed. Methods aiming to ensure the welfare of aquatic animals, as well as environmental sustainability with a holistic approach to production, will be highlighted.



## "Livestock Farming"

We will explore innovative methods for ethically raising animals and promoting sustainability in livestock production. We will highlight strategies that seek to balance animal welfare and environmental preservation.







# CONTENIDOS



## “Companion Animals”

The focus will be on promoting optimal practices and care for environmental enrichment, mental and physical health of animals, as well as advances in veterinary medicine. Strategies will be discussed to improve the quality of life for pets and foster harmonious coexistence between humans and animals.





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# AGENDA

"Check out our detailed agenda to plan your participation. From inspiring talks to interactive sessions, each day is filled with opportunities to learn and connect."

Wednesday, July 24th		
8:30	10:00	Plenary Hall
10:00	10:30	COFFEE BREAK
10:30	12:30	Poultry & Swine
		Acquaculture
		Companion Animals
12:30	14:30	LUNCH
14:30	16:00	Poultry & Swine
		Acquaculture
		Companion Animals
16:00	16:20	COFFEE BREAK
16:20	18:10	Poultry & Swine
		Acquaculture
		Companion Animals
18:10	21:00	COCKTAIL CIERRE

Thursday, July 25th		
8:30	10:00	Poultry & Swine
		Acquaculture
		Companion Animals
		Cattle
10:00	10:30	COFFEE BREAK
10:30	12:30	Poultry & Swine
		Acquaculture
		Companion Animals
		Cattle
12:30	14:30	LUNCH
14:30	16:00	Plenary Hall
16:00	16:20	COFFEE BREAK
16:20	18:10	Plenary Hall
18:10	21:00	CLOSING PARTY





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## INFORMATION FOR ATTENDEES

Attending ELBA 2024 gives you access to exclusive information, the opportunity to network with industry leaders, and an unparalleled educational experience.

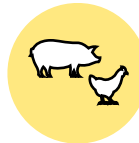
### PARTICIPATION FEES

Take advantage of our scholarship rates to ensure your participation. Check the deadlines and corresponding fees to secure your spot at ELBA 2024.

#### CUPOS LIMITADOS

EARLY BIRD FEE (Up to April 30th)	USD \$300
STANDARD FEE (Since May 1st)	USD \$350

BUY TICKETS



ASOCIACIÓN CHILENA DE  
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## SPONSORS

Sponsors will have the opportunity to **showcase their advancements in animal welfare** to an audience comprised of animal protein producers from across the region.

Additionally, **press coverage** will be provided to disseminate valuable content to an esteemed audience, enabling leverage in specialized and regional **mass media**.

Space will be offered for **brand showcasing, in-person business meetings**, and opportunities to establish **partnerships** and pursue **new business ventures**.

ELBA also provides a unique platform to **educate the end consumer** and support communication strategies that demystify irresponsible animal production.







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# SPONSORS BENEFITS

From pre-event visibility to ongoing support afterward, as a sponsor of ELBA 2024, you will gain unique opportunities to showcase your brand and establish valuable connections.



Presentation of advancements in animal welfare.



Press coverage and brand exposure.



Business meetings and opportunities for consumer education.

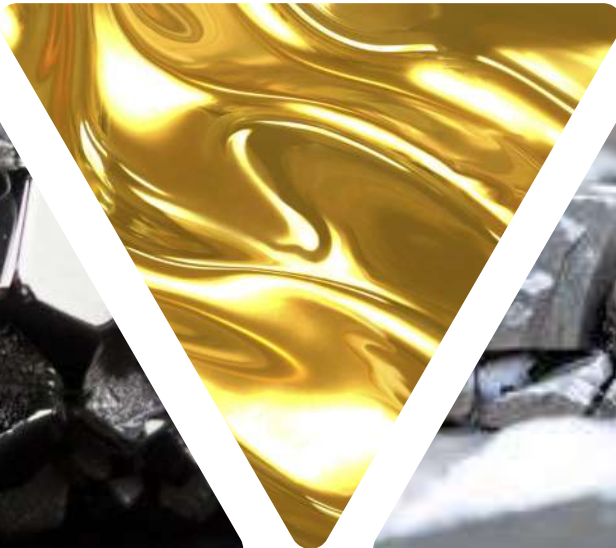




# SPONSORSHIP CATEGORIES

Discover the various sponsorship categories designed to suit your company's needs, providing brand exposure, business opportunities, and exclusive participation in ELBA 2024.

GOLD



BRONZE



IRON



PLATINUM

SILVER

STEEL



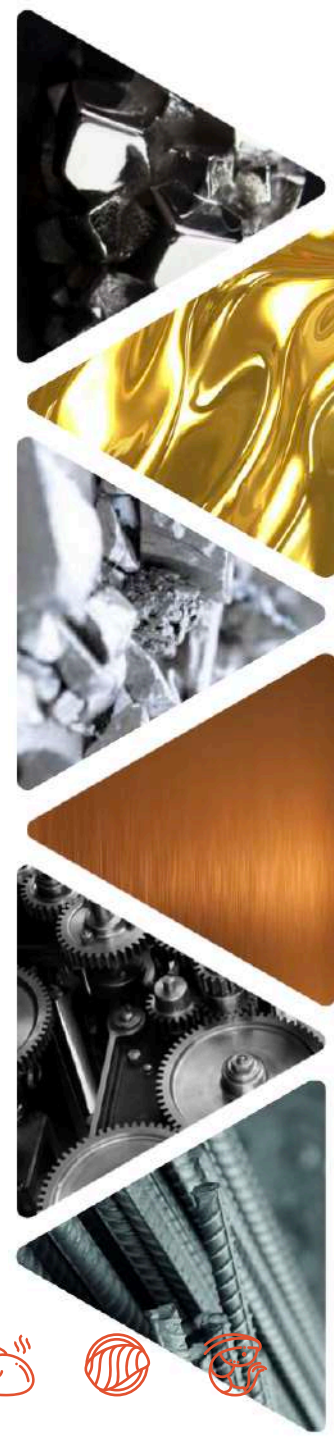




## SPONSORSHIP FEES (USD\$)

	PLATINUM	GOLD	SILVER	BRONZE	STEEL	IRON
CUPOS	1	2	3	4	5	6
<b>EARLY BIRD (USD):</b> (Until March 1st). Take advantage of this special rate and secure your place as a main sponsor at a lower cost by committing early, ensuring prominent visibility and exclusive benefits.	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$8,000</b>	<b>\$6,000</b>	<b>\$3,500</b>
<b>STANDARD RATE (USD):</b> (From March 2nd to April 30th). The standard rate offers an excellent sponsorship opportunity for those who wish to support the event after the early phase, maintaining solid benefits and prominent presence on all promotional platforms.	<b>\$22,000</b>	<b>\$16,500</b>	<b>\$11,000</b>	<b>\$8,800</b>	<b>\$6,600</b>	<b>\$3,850</b>
<b>LATE SUPPORTER (USD):</b> (From April 30th). For those who decide later, this rate offers the opportunity to participate, albeit with a small surcharge. Secure your presence and benefits, but act before opportunities run out.	<b>\$25,300</b>	<b>\$18,975</b>	<b>\$12,650</b>	<b>\$10,120</b>	<b>\$7,590</b>	<b>\$4,430</b>

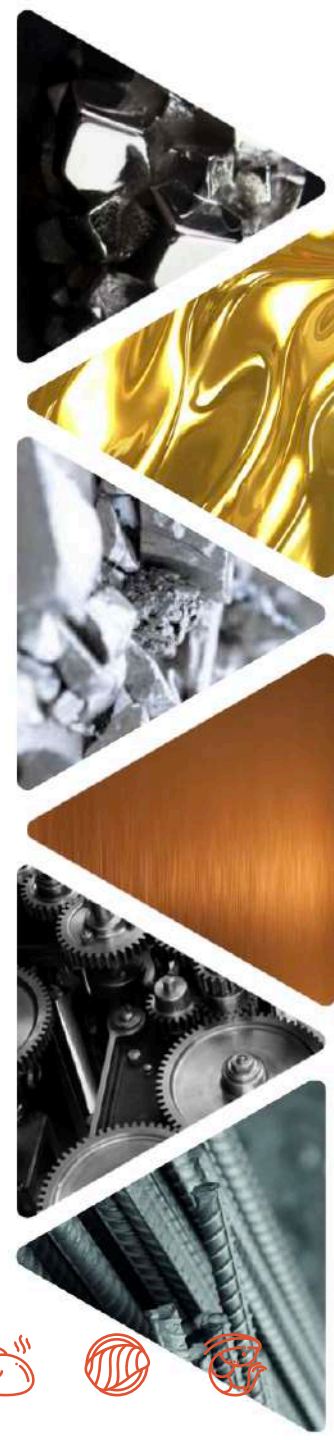
These fees don't include taxes.





# BENEFICIOS POR CATEGORÍA

Categoría de Auspicio	Platinum	Gold	Silver	Bronze	Steel	Iron
Brand in promotional materials	Yes	Yes	Yes	Yes	Yes	Yes
Website announce	Interview article	Highlighted	Banner	Logo with link	Mention	Contact info
Brand in Invitations	Highlighted	Highlighted	Footer	Footer	Yes	Yes
Exhibition area	DOUBLE LOUNGE	LOUNGE	LOUNGE	3X3 BOOTH	2x3 BOOTH	2x2 BOOTH
Exclusive presentation session towards:	350 attendees	100 attendees	30 attendees	-	-	-
Plenary speech	45 min x 2	45 min x 1	30 min x 1	2 minutes mention	1 minute mention	30 seconds mention
Booth location	VIP ZONE	VIP ZONE	EXHIBITION AREA	EXHIBITION AREA	EXHIBITION AREA	EXHIBITION AREA
Included attendees scholarships	10	8	6	4	2	1
Business meetings	2 x 20 guests	1 x 20 guests	-	-	-	-
Inauguration dinner invitation for:	VIP TABLE	VIP TABLE	VIP TABLE	PREMIUM TABLE 1	PREMIUM TABLE 2	PREMIUM TABLE 3
	4 guests	3 guests	2 guests	2 guests	2 guests	2 guests





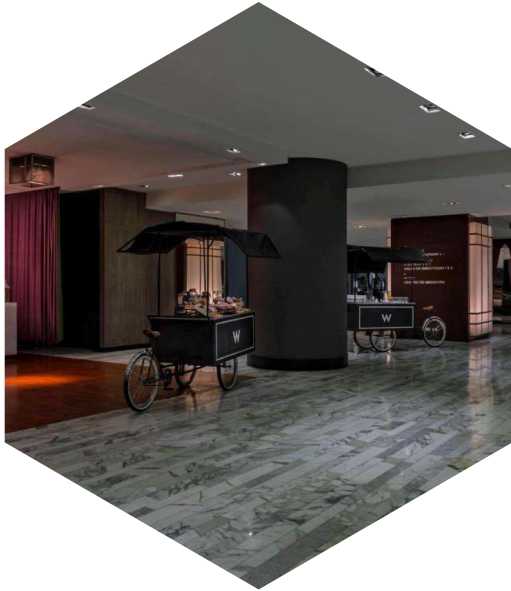
# ELBA AREAS

Strategically distributed contents





From lecture halls to networking spaces, familiarize yourself with the layout of the W Hotel to make the most of every corner during the event.



## EXHIBITION AREA

18 booths



## ANIMAL PRODUCTION

Plenary hall, acqua, sine and poultry.



## CATTLE COMPANION ANIMALS

Beef & Dairy / Canine, & feline



## VIP ZONE

Lounges: PLATINUM and GOLD







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## PRIVATE BUSINESS MEETINGS

Boardroom tables with catering for Platinum and Gold sponsors.



## DEDICATED COFFEE BREAK

Enjoy the coffee break areas to plan 1-hour private meetings in a room for 20 people with TV and audio.

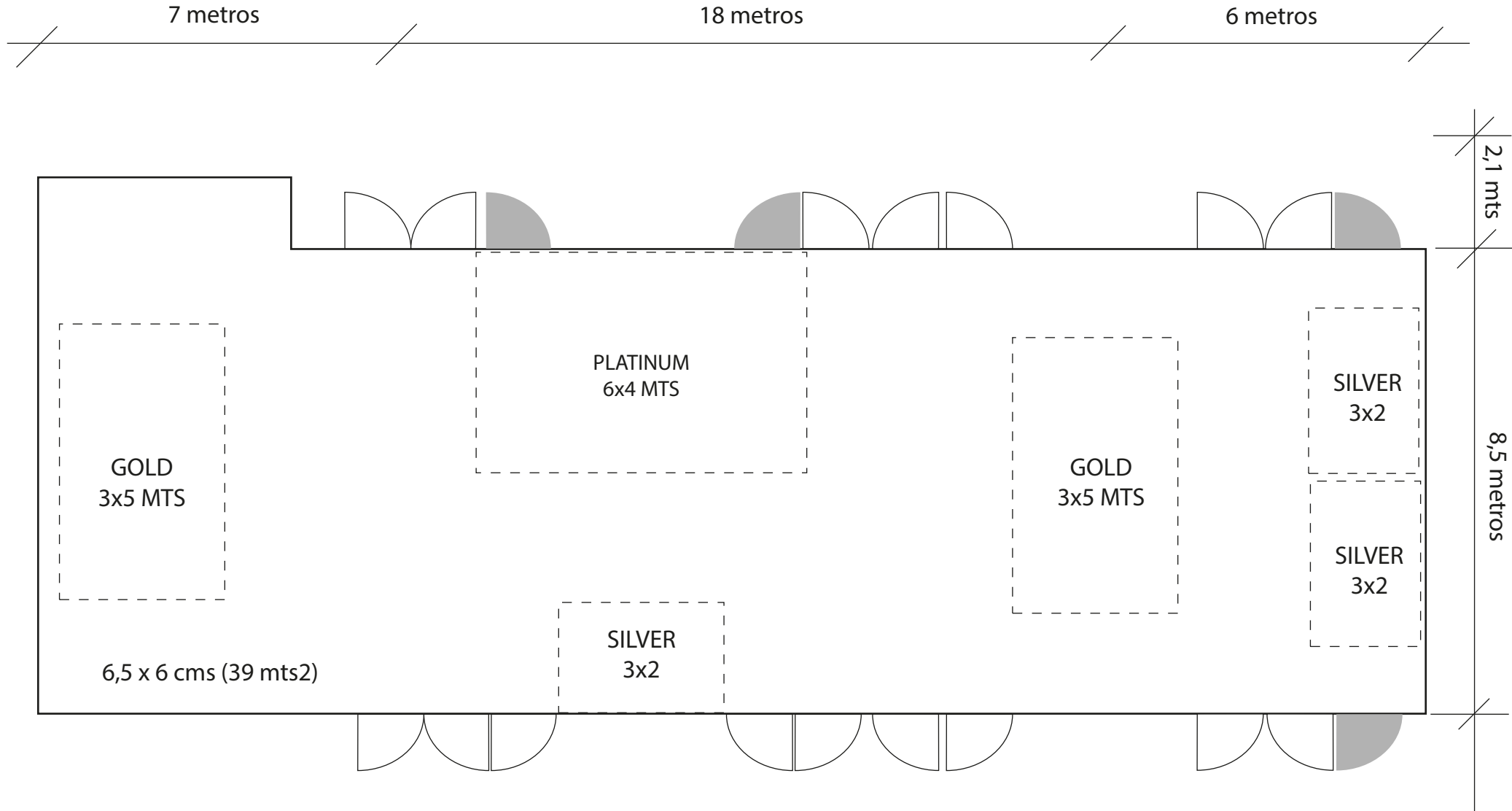








# PREFUNCTION: ZONA VIP



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opportunity to be part  
of this milestone in  
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