



## "1<sup>st</sup> Latin American Convention of THE AUDIO ENGINEERING SOCIETY" - AES LAC 2024

### MARKETING FOLDER

The AES Bolivia committee together with the AES Regional Vice President for Latin America, Jorge Azama, have been preparing what will be a great educational audio event in our region, and a milestone for the AES: The 1<sup>st</sup> Latin American Convention of THE AUDIO ENGINEERING SOCIETY - AES LAC 2024", that is an upgrade of the former Latin American Conference, that AES have been organizing with great success until 2023.

This event, the most important of the annual calendar for the AES in Latin America, will take place on September 10th, 11th and 12th in La Paz – Bolivia (also called "The Wonder City" with 3,600 meters of altitude), a geographically strategic city for all the countries in the South American continent, and also a country with an exponential growth in terms of the audio and music industry of the region.

The venue selected for the LAC 2024 is the REAL PLAZA HOTEL & CONVENTION CENTER, located in the central area of La Paz (Arce Avenue between Guachalla and Montevideo), a place of easy access and surrounded by businesses, restaurants and hotels. We will have four halls for the different activities of the convention and we have a goal of 300 to 400 registered participants for the conferences, and for the commercial exhibition area or also called "Audio Fair" we plan a flow of 700 to 1000 people per day.

For the available sponsoring packages we have 4 categories under your consideration, that will not be strictly necessary to pay in cash (the exchange with exhibitors, products or services with the same value are also accepted). The details for each package are explained below:

#### **PLATINUM PACKAGE – EVENT MAIN SPONSOR (maximum 1 company),**

Investment: 3000 USD + exhibitor fees

Offer:

- Exclusive auditorium with the name of your brand, to install the equipment you want. Presentations and demos will be held as part of the activities of the convention and in coordination with the board.
- Space for three (03) international speakers to represent your brand, included in the academic program of the conference. Travel expenses for those speakers (airfare, lodging, local transportation and food) must be covered by your company.
- Presence of visual identity as a PLATINUM sponsor in all the dissemination graphics advertisement of the event in press and social networks.
- Presence of visual identity in all printed material and official website of the convention.
- Presence of visual identity in the convention badges.

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- Mention of your brand at all conferences.
- A monthly thank you up to a week before the start of the event on social media.
- 10 complimentary tickets for your customers and guests. It does not include admission to visits, workshops or extra events with limited capacity.

**GOLD PACKAGE – SPONSOR (maximum 4 companies)**

Investment: 1500 USD + exhibitor fees

Offer:

- (02) 3m x 3m booth inside the convention fair, for the 3 days. In case you don't need your booths, an exchange of equal value can be discussed.
- Participation of two (02) international speakers representing your brand. Travel expenses for those speakers (airfare, lodging, local transportation and food) must be covered by your company.
- Presence of visual identity as a GOLD sponsor in all the dissemination information of the event through publications on social networks, selected printed material and official website.
- Public mention and thanks on social networks once a month.
- Mention of your brand at the opening and closing event.
- (05) complimentary tickets for your customers and guests. It does not include admission to visits, workshops or extra events with limited capacity.

**SILVER PACKAGE – SUPPORTER (maximum 8 companies)**

Investment: 750 USD + exhibitor fees

Offer:

- (01) 3m x 3m booth inside the convention fair, for the 3 days. In case you don't need your booth, an exchange of equal value can be discussed.
- Presence of visual identity as support in the SILVER category in all the dissemination information of the event through publications on social networks, selected printed material and official page.
- Participation of an international speaker representing your brand for a presentation within the academic program. Travel expenses for that speakers (airfare, lodging, local transportation and food) must be covered by your company.
- Mention of your brand at the opening and closing event.
- (02) complimentary tickets for your customers and guests. It does not include admission to visits, workshops or extra events with limited capacity.

**BRONZE PACKAGE – MENTION (maximum 20 companies)**

Investment: 200 USD

Offer:

- Special mention in the dissemination of the event through publications on social networks and selected printed material.
- (01) complimentary ticket. It does not include admission to visits, workshops or extra events with limited capacity.

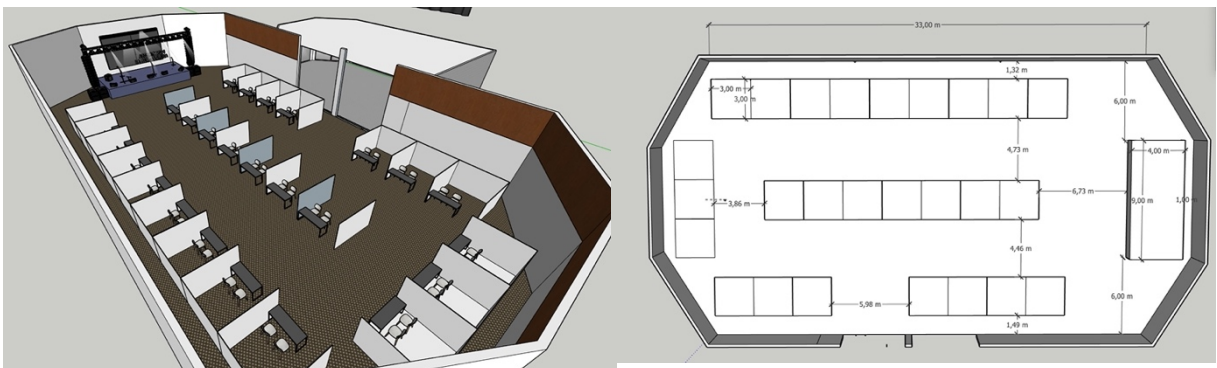
**BOOTH SALE ONLY** (maximum 14 companies)

The acquisition of the Stands has a cost of USD 430.

Below we detail all the items so that your company or brand can participate in the event as a Main Sponsor, Sponsor or Supporter:

1. **BOOTHS.** An area of 9 square meters is offered, organized in stands of 3 x 3 meters separated by easy-to-assemble screens, a table of 1.8 x 0.6 meters with 2 chairs and a power outlet from a distributor are also included.
2. **CATEGORIES.** Among the categories of companies are: audio equipment brands, musical instrument brands, music stores, luthiers, sound reinforcement companies, audiovisual companies, lighting and screen companies, radios, TV, musical groups, universities, institutes, acoustic service companies, recording studios, among others related to audio.
3. **ACTIVITIES.** All companies are authorized to sell, exhibit products, offer services, promotions and offers, demonstrations, give away souvenirs and raffles.
4. **SOUND PRESSURE LEVEL.** Demonstrations may not be held with high sound pressure levels so as not to damage neighboring stands, If any company needs to make a demonstration or a special event with a high sound pressure level, they can request a space within the agenda of activities on the main stage.
5. **SCENARIO.** Located in a strategic location of the convention center, where companies will be able to schedule a special presentation for their products or services. There will be an aligned P.A. system and a giant screen. This activity will have to be coordinated with the organization in advance.
6. **BOOTH ASSEMBLY.** For the assembly of booths, the doors will open on Monday, September 9th from 2:30 p.m. to 7:00 p.m. so that companies can set up their stands with all their products, equipment, banners, rollers, etc. During the assembly they will have supervision and advice from the AES committee. To dismantle their stands, they will be able to do so once the conference has concluded from Thursday, September 12th until 10:00 p.m.
7. **SECURITY.** The auditorium will have a security guard at night, the doors of the fair space will be kept closed. In addition, the space has security cameras. During the day, each company is responsible for its belongings.

8. **ABOUT PAYMENTS.** Payments of 50% of the total will be received to reserve and confirm the booth until June 15th, 2024. The remaining 50% must be completed by August 10th, 2024. The payment methods will be provided by the organizers.
9. **SPECIAL PROMOTIONS.** For companies that need to acquire 2 booths, a 15% discount will be given.
10. **SPONSORED STUDENT RECORDING COMPETITION (CGE).** Among the activities carried out by AES, we will have the traditional student recording competition. The AES Bolivia board will thank and give special recognition to all the companies that provide support by awarding prizes to the winners.
11. **DISTRIBUTION OF THE STANDS.** Below is the floor plan of the convention fair area with the distribution of the spaces listed:



For any more questions and coordinations to participate in the event, please contact:  
[aeslac2024@aesbolivia.org](mailto:aeslac2024@aesbolivia.org)

We hope to have you in this important regional event for the AES.