

Mkt Clan & UPAEP present

**2021 ANNUAL CONFERENCE  
OF THE EMERGING MARKETS  
CONFERENCE BOARD**



INTEGRATING ACADEMIA  
AND INDUSTRY IN  
EMERGING MARKETS

INTERNATIONAL  
MARKETING — **NEW TRENDS**  
**& MARKETS**

**FEES** — Students & alumni

**ONLINE — 40 USD**  
**HYBRID — 75 USD**

Business & academic

**ONLINE — 75 USD**  
**HYBRID — 150USD**

UPAEP, Puebla  
**NOVEMBER**  
**18 & 19 — 2021**



BECOME

OUR SPONSOR

# WHY TO BE

# OUR SPONSOR?

**International visibility with participants  
from more than 35 countries!**

- Opportunity to position your brand and share your ideas and expertise with a very relevant forum.
- Contribute to the generation of Marketing science in Mexico and other emerging countries.
- Be part of a transcendent event for the academic community held for the first time in America.
- Promote greater interaction between industry and academia in the development of emerging countries.

# IMPACT ON MEDIA





# AND SOCIAL NETWORKS

- Reach in the international scientific marketing community and the business sector in Mexico.

- More than 1 million people reached in Mexico and Latin America.

- Media present.



<b>BRAND PRESENCE AND OTHER BENEFITS</b>	 <b>BRONZE</b> 715 USD	 <b>SILVER</b> 1,430 USD	 <b>GOLD</b> 2,380 USD	 <b>DIAMOND</b> 4,760 USD
Logo on the EMCB 2021 website	●	●	●	●
Logo on Conference marketing communication such as brochures, posters and banners (for sponsors joined no later than October 29)	●	●	●	●
Logo in social media publications of the Conference (Facebook, Twitter, Instagram, LinkedIn)	●	●	●	●
Logo printed on stage banners on the day of the Conference at Centro de Vinculación UPAEP (for sponsors joined no later than October 29)	●	●	●	●
Logo at the press conference (for sponsors joined no later than October 29)	●	●	●	●
Logo on screen before the main sessions within the Conference and online platform	●	●	●	●
Logo in the Conference proceedings		●	●	●
Stand space on the days of the event		●	●	●
Logo printed on the Conference souvenirs (for sponsors joined no later than October 29)			●	●
Logo printed on stage background with the high and highest visibility (for sponsors joined no later than October 29)			HIGH	HIGHEST
High and highest logo visibility in all the printed and online platform publications (e.g., website, marketing communication, social media, press conference and screens). For sponsors joined no later than October 29.			HIGH	HIGHEST
Space for a brand activation				●
Award for the best paper on behalf of the brand				●
Space for a small advertisement (audiovisual content of 15 seconds) within the Conference and online platform			2	4
Special mention of the brand during the opening and closing sessions			1	2
Passes to the Conference	3 (2 online/1 in person)	5 (3 online/2 in person)	7 (4 online/3 in person)	10 (6 online/4 in person)
"User experience" test for your product in our Brand center with FaceReader and Senselab neuroscience software		1	2	3
Exclusive sponsor of:				

**Evidence of the presence of the brand will be provided within a maximum period of two weeks after the end of the event so that the collaborating brands have certainty and can verify the impact of the event on their company.**

**The following types of evidence will be offered:**

**1.** For the face-to-face activities:

Photographs of the event where the presence of the brands will be clearly displayed.  
Photographs of canvases, banners printed with the sponsors during the event.

**2.** For the online activities:

Screen print during event broadcast

**3.** Advertising of events and Social Networks:

Banners, flyers and posters that show the brand presence.

Screen printing of publications on social networks (Facebook, Instagram, LinkedIn, Twitter).

Website screen printing of the event with the presence of the brand.

Press conference screen print with the presence of the brand.

Metrics related to the reach and interactions of people before, during and at the end of the event.

**In the photographs, the participation of the attendees during the face-to-face event will be visible.**

**Online broadcasts will show the number of people connected to the event or the number of views.**

# STAY WITH US!

TAKE THE OPPORTUNITY TO BECOME  
PART OF THE EMCB AS A SPONSOR.

If you have a sponsorship proposal that does not suit the aforementioned options, do not hesitate to send us an email. We gladly listen to you.

## Contact our team



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[gustavandres.contreras@upaep.edu.mx](mailto:gustavandres.contreras@upaep.edu.mx)

iWE

WELCOME YOU!

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