

Innovation is increasing at an exponential pace. Going forward, economies not based on a foundation of high-tech entrepreneurship will fall behind. Ending the "brain drain" to Silicon Valley—and stimulating local startup ecosystems—are challenges both Canada and Latin America face.

This premier event brings together both the leaders of the Latin American ecosystems and their Canadian counterparts for two intense days of speakers, panels, and workshops. Investors, startups, and public policy officials from across the region will meet at LatAm Startups Conf 3.0, looking for ways to partner with Canada in the years ahead.

LATAM

STARTUPS CONFERENCE

3.0

**MEXICO
OCTOBER
2016**



“...So to those of you from Latin America, I encourage you to think of Canada when starting your businesses. And to Canadians, I urge you to turn your attention to Latin America, as there are so many untapped, potential partnerships to be found.

Let me leave you with my vision for Canada in the north and Latin American countries of Central and South America.

I hope that we can unlock our full capacity for invention, creativity and discovery that are the hallmarks of successful societies. And I hope that we do so by learning and working together.”

Governor General of Canada His Excellency David Johnston.

LatAm Startups Conference 2015





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EVENT PACKAGES



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Bronze

- Logo on marketing
- **Bronze** social media
- Add to delegate packs
- 3 tickets

US 1,000

Silver

- Title breakout sessions
- Introductory or closing remarks
- **Silver** social media
- 5 tickets
- Logo on marketing
- Add to delegate packs
- 2 VIP tickets to special events preceding day

US 2,500

Gold

- Title sponsor of flagship component: VIP Pre-Event Reception, Breakfast or Lunch
- Introductory or closing remarks
- **Gold** social media
- Logo on marketing & PR
- Front row seats
- 10 tickets
- Special AV feature shown during your session
- Add to delegate packs
- 3 VIP tickets to special events preceding day

US 5,000

Platinum

- Title sponsor of flagship component: VIP Pre-Event Reception, Breakfast or Lunch
- Introductory or closing remarks
- **Platinum** social media
- Logo on marketing & PR
- Front row seats
- 20 tickets
- Special AV feature shown during your session
- Add to delegate packs
- 7 VIP tickets to special events preceding day

US 10,000

#LatAmStartups highlights

- Premier startup event in Latin America
- Attracts well-known investors, and the best startups in Latin America
- Want to meet someone? We schedule private B2B meeting for our sponsors
- Previous keynote speakers include the Governor-General of Canada, John Ruffolo, Randall Howard, Jose Miguel Benavente and Valerie Fox
- Access to our VIP meetings
- Massive virtual coverage. We live stream to thousands of viewers
- Exclusive event, in-person attendance limited to max. 400 to maximize quality networking



Did you know?

The LatAm Startups Conference 2015

- Was held in Toronto, Canada on July 9-10, 2015;
- Hosted attendees from Chile, Brazil, Mexico, Colombia, Peru, USA and Central American countries;
- Featured keynote speakers includes: John Ruffolo, CEO of Omers Ventures and Businessman of the year 2014; Randall Howard, Angel Investor of the year 2014; Valerie Fox, Former CEO DMZ #1 business incubator in North America; and Jose Benavente, Director of Innovation at the Inter-American Development Bank;
- The welcoming remarks were made by The Governor General of Canada His Excellency David Johnston;
- A tour of the ecosystem brought 50 attendees to the best incubators, accelerators and innovation centres in Waterloo and Toronto;



Did you know?

The LatAm Startups Conference 2014

- Was held in Santiago, Chile September 26-27, 2014;
- Hosted attendees from Chile, Brazil, Peru, Colombia, Argentina, Uruguay, Mexico, Venezuela, Canada, Panama and USA.
- Featured keynote speakers include: Victoria Lennox (CEO, Startup Canada); Marcus Dantus (CEO, Startup Mexico); Sebastian Vidal (CEO, Startup Chile); Felipe Matos (COO, Startup Brasil)
- Was livestreamed to thousands of viewers online;
- Organized a VIP dinner to connect investors with Public Policy Officials
- Organized B2B meetings between Latin American startups and international investors; and,
- Connected the Canadian and Latin American startup ecosystems



Testimonials



"The demographics in Latin America are better than anywhere," said John Ruffolo, CEO of venture capital firm OMERS Ventures in an interview. "Everyone is thinking about China but we are starting to think about [investing in] Latin America because of a similar time zone and culture."



"The growing grassroots ties between startup ecosystems in Canada and Latin America are mutually beneficial," said Victoria Lennox, CEO of Startup Canada. "Entrepreneurs in both regions need access to global markets, investors, and networks beyond their own borders to scale. We need to encourage our entrepreneurs to maintain their home base in Canada but test new markets outside of North America."



"It's time for the world to realize innovation doesn't just happen in Silicon Valley"
Marcus Dantus, CEO Startup Mexico

#LatAmStartups were trending 39 times across Canada in the conference 2015



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