

# CONNECTING CANADA AND LATIN AMERICA



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 the leaders of the Latin American ecosystems and their Canadian counterparts for an intense day of speakers, panels, and workshops. Investors, startups, and public policy officials from across the region will be visiting Toronto, looking for ways to partner with Canada in the years ahead.

**LATAM STARTUPS CONFERENCE**

Toronto July 9-10, 2015



# #LatAmStartups Highlights

Connecting Canada and Latin America

- Startup Canada Involvement — Event endorsed and promoted by Startup Canada
- Access to Latin American's Best — Featuring keynotes and panels with public policy and Government officials from accross the region
- Non-Stop Action — A full day of keynotes, panels, workshops, announcements, networking, demos, exhibitions and media interviews
- Exposure — Exposure to more than 280 live attendees
- Social Reach — Thousand of virtual attendees, #LatAmStartups social media campaign
- VIP opportunities — Limited-access lunches, meetings, round tables and reception

# EVENT PACKAGES



**LATAM STARTUPS CONFERENCE**

## *Exhibitor*

- Exhibitor table
- Logo on marketing
- *Basic* social media
- Add to delegate packs
- 3 tickets

**\$995 + HST**

## *Silver*

- Title breakout sessions
- Introductory or closing remarks
- *Silver* social media
- 5 tickets
- Marketing logo
- Exhibitor table & wifi
- Add to delegate packs
- 2 VIP tickets to special events preceding day

**\$5,000 + HST (max 4)**

## *Gold*

- Title sponsor of flagship component: VIP Pre-Event Reception, Breakfast or Lunch
- Introductory or closing remarks
- *Gold* social media
- Marketing logo & PR
- 2 Tables & 1 head table seat
- 16 tickets
- Special AV feature shown during your session
- Exhibitor table
- Add to delegate packs
- Your marketing material in all delegate packages
- 3 VIP tickets to special events preceding day

**\$10,000 + HST**

## *Platinum*

- Title sponsor of flagship component: VIP Pre-Event Reception, Breakfast or Lunch
- Introductory or closing remarks
- *Platinum* social media
- Marketing logo & PR
- 3 Tables & 3 head table seats
- 24 tickets
- Special AV feature shown during your session
- Exhibitor table
- Add to delegate packs
- Your marketing material in all delegate packages
- 7 VIP tickets to special events preceding day

**\$15,000 + HST**

# Confirmed Sponsors so far...

*Gold*



*Silver*



*Institutional*



*Founding*



*Media Partners*



LATAM STARTUPS CONFERENCE



*“Both Canada and Latin America have a lot to offer in terms of technology transfer, investment expertise, angel investing, and community building best practices,”*

*“We hope this conference marks the beginning of a growing relationship between regions.”*

*Victoria Lennox,  
CEO Startup Canada*



# Facts

## The LatAm Startups Conference 2014:

- Was held in Santiago, Chile on September 26-27 2014;
- Hosted attendees from Chile, Brazil, Peru, Colombia, Argentina, Uruguay, Mexico, Venezuela, Canada, Paraguay and USA;
- Featured Keynote speakers included Victoria Lennox (Startup Canada), Felipe Matos (Startup Brasil), Marcus Dantus (Startup Mexico), and Sebastian Vidal (Startup Chile);
- 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.

# The Value of International Collaboration



“You need to connect your movement regionally, nationally and globally, not any of our markets are big enough for our entrepreneurs”.

Victoria Lennox, CEO Startup Canada



“I believe there is a lot of untapped potential for collaboration between Brazil, LatAm and other countries in the world”.

Felipe Matos, COO Startup Brasil



“Mexico has consolidated its position as the 3rd largest IT service provider in the world —10 years ago, we even didn’t show in the Tech World Map”.

Marcus Dantus, CEO Startup Mexico



“Events such as the LatAm Startups Conference, along with other interregional initiatives surely help iron out the kinks and remind founders and investors of the substantial opportunities in Latin America. The collaboration between ecosystem shapers from across the region offered us all an insight into the many shades of Latin American startup challenges and opportunities, a colorful variety all too often lumped together as one by most of us foreigners!”.

Torsten Kolind, CEO Younoodle

# Innovating for a better

# together future!



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