



# Latin American Business Forum

14th Edition: 26<sup>th</sup> April 2019

Sponsors Presentation



## London Business School, the best venue for business

London  
Business  
School

**#1** International  
MBA 2017, by  
Bloomberg  
Business  
Week

**#1** European  
Business  
School  
Rankings 2018  
Financial Times

London Business School is **consistently ranked as one of the best business schools in the world.**

Ranked the #1 international MBA by Bloomberg Businessweek and for the last 3 consecutive years, ranked the #1 business school in Europe by the Financial Times

### From London to the world.

Founded in 1964, LBS has been shaping world leaders for more than 50 years through its different programs: MBA, MiF, MiM, EMBA and PhD, among others.

More than 150,000 students from 130 countries have gone through LBS's doors. **Our community's network covers all Fortune 500 companies** across the world.



## LABF: the UK's top conference on Latin America

### *The Forum: Discussing Latam' Challenges & Opportunities*

For the last 13 years, the Latin American Business Forum at LBS has gathered the **region's public and private sector decision-makers** with **students, faculty and alumni from LBS and the broader London community** – generating rich conversations on the most critical issues confronted by the region. Organized by the LBS Latin American Club, the Forum has become **one of London's most anticipated Latam-focused events.**

Previous events have hosted 200+ young regional leaders from LBS and the broader London Community.

In 2019, the event will be part of the selected Flagship Events officially hosted by London Business School.



Friday 26<sup>th</sup> April, 2019



London Business School Campus,  
London, UK



200+ attendees, 30,000+ reach out



2019 LBS Flagship Event



## Past LABF Editions: Keynote Speakers

2018 Edition	2017 Edition	2016 Edition	2015 Edition
<p><b>Carlos Cernuda</b> CEO, Microsoft Latin America</p>	<p><b>Laurence Golborne</b> Former Minister of Mines and Energy, Chile</p>	<p><b>Walter Bayly</b> CEO, Grupo Credicop, Peru</p>	<p><b>Sir Mark Moody - Stuart</b> Former Chairman of Shell and Director at Accenture</p>
<p><b>Alexandre Saigh</b> Senior Managing Partner &amp; Co-Founder, Grupo Patria</p>	<p><b>Clemente del Valle</b> President, Financiera de Desarrollo Nacional</p>	<p><b>Carlos Salinas</b> Former President of Mexico</p>	<p><b>Luis Alberto LaCalle</b> Former President of Uruguay</p>
<p><b>Gonzalo Garcia</b> Global Co-Head of Natural Resources, Goldman Sachs</p>	<p><b>Federico Servideo</b> Head of Consulting, PwC Brazil</p>	<p><b>Alberto Verme</b> Global Head Institutional Clients, Citibank</p>	<p><b>Carlos Fernandez</b> Former owner of Grupo Modelo</p>
<p><b>Susan Segal</b> President, Council of the Americas</p>	<p><b>German Rios</b> Corporate Director, CAF – Development Bank of Latin America</p>	<p><b>Renato Lulia Jacob</b> CEO, Itau BBA International</p>	<p><b>Leonardo Castellanos</b> Founder &amp; Director of Comparabien</p>



## LABF 2019 Confirmed Speakers

**Luis Fernando Lopes**

Founding Partner at Patria Capital Management.  
Patria Invetimentos -- Blackstone

**Walter Bayly**

CEO at Credicorp Ltd.  
Banco de Crédito del Perú

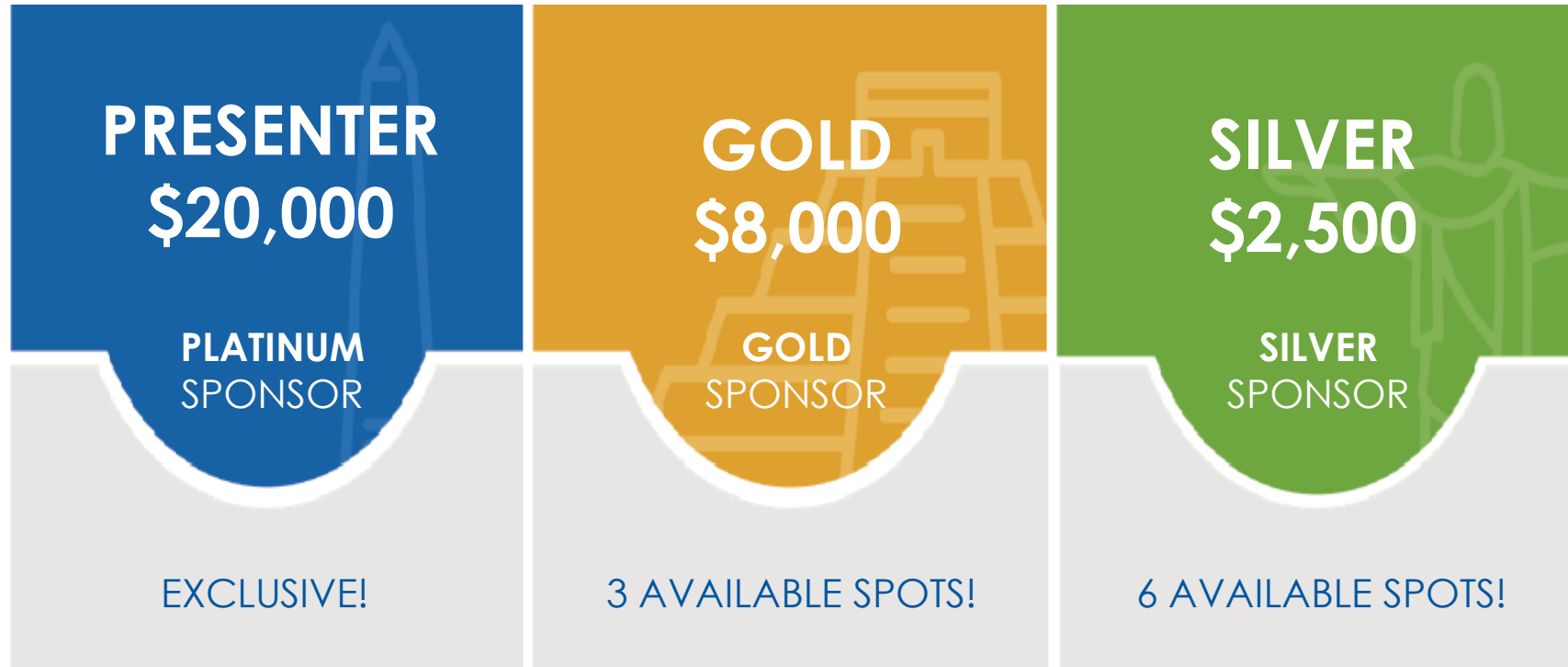
**Andrés Velasco Brañes**

Ministro de Hacienda Chile (2006-2010)  
Decano Escuela de Políticas Públicas de LSE

**Roque Benavides**






CEO at Minas Buenaventura. Perú.




## 2019 Sponsorship Packs



## Summary of Packs

-  Tagline and logo on website and printed material
-  Five complimentary tickets to the conference
-  Higher and central logo placement on printed materials and logo section on website
-  Opportunity to select one panelist
-  Sponsorship acknowledgement during opening and closing remarks
-  Conference participant list with emails

-  Tagline and logo on website and printed material
-  Two complimentary tickets to the conference
-  Opportunity to select one panelist
-  Sponsorship acknowledgement during opening and closing remarks
-  Conference participant list with emails

-  Logo on website and printed material
-  One complimentary ticket to the conference
-  Sponsorship acknowledgement during opening and closing remarks



## Platinum Sponsor – Rights & Benefits

### (1) GENERAL SPONSORSHIP

- **Naming Rights.** “LABF - Presented by BRAND” immediately under the LABF name/logo on all range of marketing materials, communications, and press releases: LBS Newsletter (Bulletin, 30K reach, students & Alumni network), one-page on LBS Review Magazine, LABF website and printed material, all press releases, event flyers, LBS Facebook posts. Please see ‘Slide 13’ for referential logo position, given sponsorship category. **Exclusive Presenter Right.**
- **Press.** Right to communicate LABF Presenting sponsorship to the press. All communications need LABF approval.
- **15 Complimentary Tickets** + Rights for additional Corporate Tickets purchase.
- **Networking base:** conference participant list with contact emails
- **Exclusivity** in the sponsors’ product category

### (2) EXPERIENCES & BRANDED CONTENT

- **Keynote Speaker.** Opportunity to select one ‘Keynote Speaker’ for the Forum. Speaker must be agreed with LABF. Exclusive Presenter Right.
- **Official Lunch sponsorship,** including invite rights to Keynote Speakers (No particular Speaker can be guaranteed). Communication in the LABF Programme. All costs and production are responsibility of the Sponsor. Exclusive Presenter Right.
- **Networking side-Event.** Optional additional name-rights for official post-Forum cocktail/networking side-event. Communication in the LABF Programme. All costs and production are responsibility of the Sponsor.
- **Panels.** Sponsorship of specific Discussion Panels during the Conference. Tagline presence in all materials.
- **Branded Content.** Right to produce audiovisual content material (photographic, video) for own usage in social networks, company web or press releases.

### (3) BRAND EXPOSURE AT VENUE

Preferential hierarchy & location on:

- **Photocall / Step&Repeat.** Brand presence on Photocall at the Event entrance (speakers official press photos) + on all LABF banners
- **Screens.** On-screen exposure (TBC): 120” during each break, for own ad pieces or slide-share
- **Programme** Presence on the events hand Programme.
- **Corporate Gifts.** Right to present gifts for speakers and/or attendants (on-seats). Costs must be covered by Sponsor.
- **Acknowledgement** of LABF sponsorship during opening and closing remarks of the event.





## Gold Sponsor

### (1) GENERAL SPONSORSHIP

- **Branding.** Inclusion of Sponsor logo **under the tagline “Sponsored by:” with central location** in all range of marketing materials, communications, and press releases: LBS Newsletter (Bulletin, 30K reach, students & Alumni network), one-page on LBS Review Magazine, LABF website and printed material, all press releases, event flyers, LBS Facebook posts. **Please see ‘Slide 13’ for referential logo position, given sponsorship category.** Exclusive Gold Right.
- **Press.** Right to communicate LABF Gold sponsorship to the press. All communications need LABF approval.
- **8 Complimentary Tickets** + Rights for additional Corporate Tickets purchase.
- **Networking base:** conference participant list with contact emails
- **Exclusivity** in the sponsors’ product category

### (2) EXPERIENCES & BRANDED CONTENT

- **Speaker.** Opportunity to select one Speaker for the Forum. Speaker must be agreed with LABF. **Exclusive Gold Right.**
- **Networking side-Event.** Sponsorship name-rights for official post-Forum cocktail/networking side-event. Communication in the LABF Programme. All costs and production are responsibility of the Sponsor. **Exclusive Gold Right.**
- **Panels.** Sponsorship of specific Discussion Panel during the Conference. Tagline presence in all materials.
- **Branded Content.** Right to produce audiovisual content material (photographic, video) for own usage in social networks, company web or press releases.

### (3) BRAND EXPOSURE AT VENUE

Central brand location on:

- **Photocall.** Brand presence on Photocall at the Event entrance (speakers official press photos) + on all LABF banners
- **Screens.** On-screen exposure (TBC): 60” during each break, for own ad pieces or slide-share
- **Programme** Presence on the events hand Programme.
- **Corporate Gifts.** Right to present gifts for speakers and/or attendants (on-seats). Costs must be covered by Sponsor.
- **Acknowledgement** of LABF sponsorship during opening and closing remarks of the event.



# Silver Sponsor

## (1) GENERAL SPONSORSHIP

- **Branding.** Inclusion of Sponsor logo **under the tagline “Supported by:” with lower location** in all range of marketing materials, communications, and press releases: LBS Newsletter (Bulletin, 30K reach, students & Alumni network), one-page on LBS Review Magazine, LABF website and printed material, all press releases, event flyers, LBS Facebook posts. **Please see ‘Slide 13’ for referential logo position, given sponsorship category.**
- **Press.** Right to communicate LABF Gold sponsorship to the press. All communications need LABF approval.
- **4 Complimentary Tickets** + Rights for additional Corporate Tickets purchase.
- **Exclusivity** in the sponsors’ product category

## (2) EXPERIENCES & BRANDED CONTENT

- **Panel.** Sponsorship of specific Discussion Panel during the Conference. Tagline presence in all materials.
- **Branded Content.** Right to produce audiovisual content material (photographic, video) for own usage in social networks, company web or press releases.

## (3) BRAND EXPOSURE AT VENUE

Brand presence on:

- **Photocall.** Brand presence on Photocall at the Event entrance (speakers official press photos) + on all LABF banners
- **Screens.** On-screen exposure (TBC): 20” during each break, for own ad pieces or slide-share
- **Programme** Presence on the events hand Programme.
- **Corporate Gifts.** Right to present gifts for speakers and/or attendants (on-seats). Costs must be covered by Sponsor.
- **Acknowledgement** of LABF sponsorship during opening and closing remarks of the event.

# LATIN AMERICAN BUSINESS FORUM 2019



**SAVE THE DATE:  
FRIDAY 26<sup>th</sup> APRIL, 2019  
LBS CAMPUS – LONDON, UK**



**THANK YOU**

**For more information, please contact:**

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