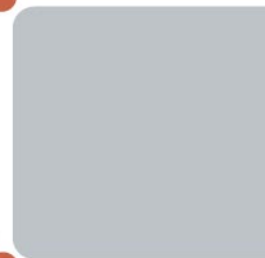
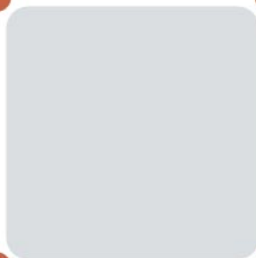


# Cargo Week Americas | **e x p o** **carga**

3 - 5 June 2014



The Leading Event for **Freight Transportation**, **Foreign Trade** and **Solutions for Supply Chain** and **Material Handling** in Latin America



Mexico is considered an emerging economy and will have a global leading position in the near future. Therefore, the country has opened up its economy, focused on international trade liberalization and attracted investment flows; all this taking advantage of its attractive business environment, 12 free trade treaties, wide-developed economic sectors and a strategic location.

A key factor in achieving this development is the quality and efficiency of the freight transportation services. Cargo Week Americas – Expo Carga began within this context five years ago as the perfect venue to show Mexico as the Logistics Hub of Latin America having the infrastructure and several transportation means to move goods across the region from anywhere in the world.

Moreover, the event offers entrepreneurs and professional the ideal venue to find opportunities to extend their exports/ imports, to optimize costs and to meet the best providers of transport and logistics services.

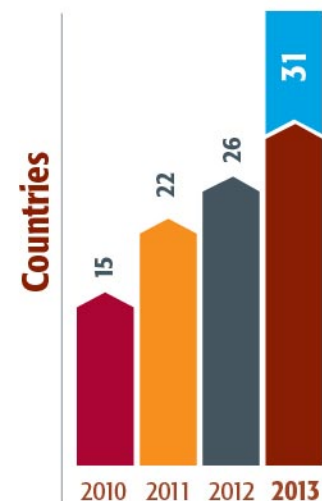
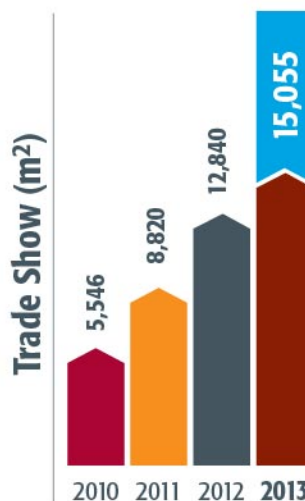
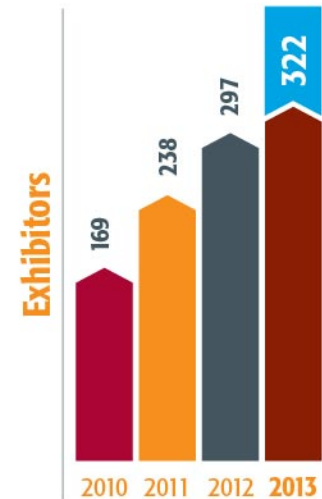
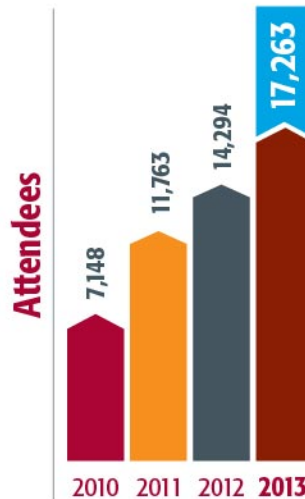
The 5th edition of CWA-Expo Carga is consolidated as meeting point of the industry stakeholders and we continue increasing the exhibition capacity, not only with more exhibitions and a wider service portfolio, but also strengthening the Logistics & Supply Chain Zone (LSC), a space that provides supply chain and material handling solutions.

## Alexandre Surman

CEO  
Fidalex Group

## CWA-Expo Carga

Along 4 editions, CWA-Expo Carga has become an industry benchmark in Latin America and has achieved a growth that can be clearly seen in the charts.



“An event of this nature enhances the business environment among the transport and logistics companies, which, according to an OECD study, represent 30% of the value chain processes, (...) this is clearly a very successful event with a great convening power”

**Dr. Francisco Leopoldo de Rosenzweig Mendiádua**  
Foreign Trade Undersecretary  
Secretaría de Economía.



## Competitive Advantages of CWA-Expo Carga

- **Leading event in Mexico**, Central America, Caribbean and Andean Countries; its excellent location makes it a reference and a must for all foreign trade, transport and logistics professionals.
- **Connection reinforcement** between the North America and Latin America Regions.
- **Opportunity for** European, Asian and African companies to research the Latin American market.
- **Making strategic alliances** with the government sector, chambers, industrial and foreign trade associations and mass media.
- **Intensive educational program** - that is diversified, specialized and free of charge.
- **Free event** with controlled and exclusive attendance for the corporate sector.
- Complemented with the **Logistics & Supply Chain Zone (LSC)**, to be an integral event.

## Reasons to invest an exhibition

- **Opportunity** to gain more potential customers in less time and in one venue.
- **Company** image positioning, confidence development and preservation of the market share.
- **Short-term** return on investment.
- **Knowing** new attractive and developing market niches to broaden the customer portfolio.
- **Development** of a qualified and segmented database.
- **Loyalty** growth and reinforcement of business relationships with current customers.
- **Development** of a strategic partner network to complement the services offered.
- It is the ideal platform to **launch new** products and services and even to perform live shows.



“...now that we, in Mexico, are promoting the export market diversification, meeting the service providers is fundamental and this kind of events makes it possible so business agreements are made for the benefit of all companies”

**Luis Roberto Abreu Menéndez**  
President

*Asociación Nacional de Importadores y Exportadores de la República Mexicana (ANIERM)*

# Attendees Profile

**17,263**

Attendees  
in 2013



## Who are the Attendees?

### Directors and Managers of:

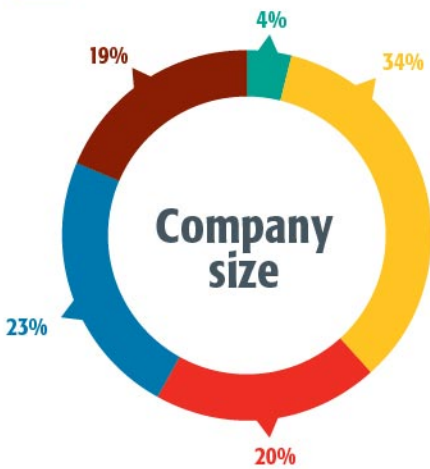
- Foreign Trade
- Import and Export
- Traffic and Logistics
- Operations
- Transport
- Warehouse
- Administration
- Purchasing / Supply
- Supply Chain
- Production / Plant
- Security / Systems

### Company Owners

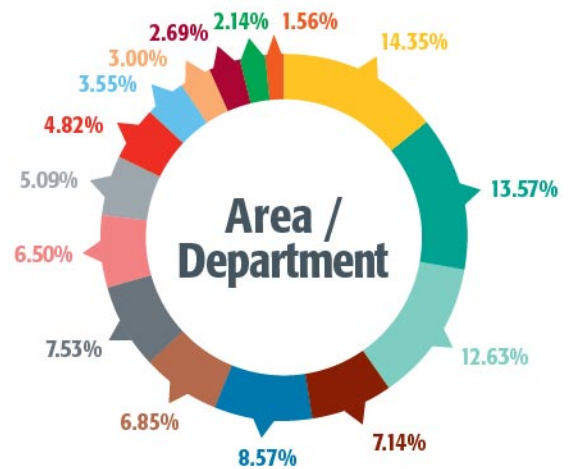
### General Managers

### CEOs

## Statistics 2013

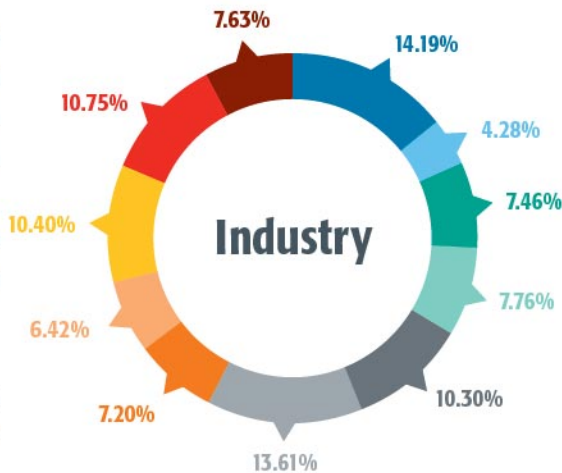


- From 1 to 10 employees \_\_\_\_\_ 4%
- From 11 to 50 employees \_\_\_\_\_ 34%
- From 51 to 100 employees \_\_\_\_\_ 20%
- From 101 to 500 employees \_\_\_\_\_ 23%
- More than 500 employees \_\_\_\_\_ 19%



- Traffic and Logistics \_\_\_\_\_ 14.35%
- Import and Export \_\_\_\_\_ 13.57%
- Operations \_\_\_\_\_ 12.63%
- Purchasing / Supply \_\_\_\_\_ 7.14%
- General Manager \_\_\_\_\_ 8.57%
- Supply Chain \_\_\_\_\_ 6.85%
- Foreign Trade \_\_\_\_\_ 7.53%
- Production / Plant \_\_\_\_\_ 6.50%
- Warehouse \_\_\_\_\_ 5.09%
- Security / Systems \_\_\_\_\_ 4.82%
- Administration \_\_\_\_\_ 3.55%
- CEOs \_\_\_\_\_ 3.00%
- Branch Management \_\_\_\_\_ 2.69%
- Transport \_\_\_\_\_ 2.14%
- Other \_\_\_\_\_ 1.56%

- Food \_\_\_\_\_ 14.19%
- Perishables \_\_\_\_\_ 13.61%
- Consumer Goods \_\_\_\_\_ 10.75%
- Retail \_\_\_\_\_ 10.40%
- Manufacturing / Maquila \_\_\_\_\_ 10.30%
- Automotive \_\_\_\_\_ 7.76%
- Trade Chambers, Associations, Government and Others \_\_\_\_\_ 7.63%
- Construction \_\_\_\_\_ 7.46%
- Pharmaceutical / Chemical \_\_\_\_\_ 7.20%
- Mining \_\_\_\_\_ 6.42%
- Luxury Goods \_\_\_\_\_ 4.28%



“This is the time and venue to find appropriate solutions to our needs, including tools, consulting support, conferences, new growth ideas, new technologies...”

**Ing. Victor Manuel Ubiarco**  
Transport Corporate Manager  
Industrias Bachoco

+  
**350** stands



## Who Exhibits?

### Freight Transportation

- Cargo airlines
- Ground carriers
- Shipping lines and agencies
- Railway companies

### Operators

- Customs Brokers
- Logistics Operators / 3PL's
- Freight Forwarders
- Warehouses

### Customs

- Border
- Maritime
- Interior

### Infrastructure

- Airports
- Sea Ports
- Cargo terminals
- Highways

### Related products and services

- Insurance
- Training and Consulting
- Fastening equipment and cargo protection
- Truck manufacturers and dialers
- Locks, labels and safety seals
- Private security / Armed custody / CCTV
- Courier services
- Satellite Tracking / GPS

## How to participate in the Trade Show?

### Booths

- 3 x 3 m (9 m<sup>2</sup>) \_\_\_\_\_ \$ 3,190.00
- 6 x 3 m (18 m<sup>2</sup>) \_\_\_\_\_ \$ 5,610.00
- 6 x 6 m (36 m<sup>2</sup>) \_\_\_\_\_ \$ 8,360.00
- 6 x 9 m (54 m<sup>2</sup>) \_\_\_\_\_ \$12,650.00
- 6 x 12 m (72 m<sup>2</sup>) \_\_\_\_\_ \$14,520.00

### Costs

Prices in US Dolls, TAX included



“ **Expo Carga** was an excellent scenario for KCSM to improve the business and to provide to potential customers with our vision, proposals and advantages of the railway transport for all sectors ”

**Lic. Linda Hernández**  
Sales Manager  
Kansas City Southern Mexico

# Activities

## Workshops

60 people in each workshop

Presentation of stories of success and solutions to the issues faced by the goods operation and transport areas from a practical perspective.



## Top Visitor Program



A special activity program will be offered for a selected group of Top Visitors who have executive positions in companies of significant purchase volume. This program will include high level training, networking and integration events for purchasers and suppliers.



## Certification Program

The industry's official regulating entities will offer the attendees certificates of curricular value.



## Specialized Forums

350 people in each forum



**FILP**  
Foro Internacional de Logística de Perecederos



**FASIA**  
Foro Asia



**FIMME**  
Foro Internacional de Maquila y Manufactura de Exportación



**FAN**  
Foro América del Norte



**FCA**  
Foro Centroamérica

## Special Events

Organize your event within the CWA – Expo Carga to improve the attendance and attract visitors, thus maximizing your budget and profiting from the event's branding.

- Presentations
- Board Meetings
- Conventions
- Members Training
- Breakfasts
- Monthly Meetings
- Commercial Events

## Masters Program

The country's most prestigious universities and education institutions will give some Master classes related to the sector in the event's training rooms.



Specialized Forums	Costs
Presenting Forum	\$ 15,950.00
Forum Sponsorship	\$ 8,030.00
Conference Fee	\$ 3,190.00
Cocktail & Networking	\$ 10,545.00
Chairs Sponsorship	\$ 5,390.00
Banners	\$ 5,390.00
Video (5min)	\$ 2,090.00
Flyer (per conference)	\$ 475.00

Workshops	Costs
Workshops Sponsorship	\$ 5,390.00
Workshop Fee	\$ 1,650.00
Chairs Sponsorship	\$ 2,090.00
Banners	\$ 2,090.00
Video (5min)	\$ 1,650.00
Flyer (per workshop)	\$ 165.00

Prices in US Dolls, TAX included

# Sponsorship Options



Find out the details of the Advertising Guidelines 2013

## Advertising Campaign

### Direct Marketing

- E-mailing campaign on national and international bases to:
  - Chambers and Associations
  - Government
  - Media
- Distribution
  - Post
  - Flyers
  - Telemarketing
- Social Media
  - Linked In
  - Twitter

- Facebook
- National and International web pages:
  - Chambers and Associations
  - Government
  - Media

### National and International Printed Advertisement

- Specialized Media
- Business and Industry Media
- Newspapers

### Mass Media

- Radio
- Buses



Print Campaign



Mass Media

## General Sponsorships

Position your image prominently during the event and obtain exclusive benefits.

General Sponsorship	Costs
• Platinum _____	\$ 21,090.00
• Gold _____	\$ 15,820.00
• Silver _____	\$ 10,545.00

Prices in US Dolls, TAX included

## Official Guides

Increase the participation of your trademark including an advertisement in the official directories of CWA-Expo Carga and have a presence in more than 80 business events annually.



Land and Rail  
Freight  
Transportation



Sea Freight  
Transportation



Air Freight  
Transportation

### Features:

1. Pass along: **5** people
2. Digital distribution
3. Printed Distribution:
  - **65%** in CWA-Expo Carga
  - **25%** on national and international events
  - **10%** direct delivery

Directories of Cargo Transportation Industry	Costs
• 1 page _____	\$ 3,865.00
• 3/4 page _____	\$ 3,425.00
• 2/3 page _____	\$ 3,020.00
• 1/2 page (Portrait / Landscape) _____	\$ 2,260.00
• 1/3 page (Portrait / Landscape / square) _____	\$ 1,620.00
• 1/4 page _____	\$ 1,150.00
• Logo insert _____	\$ 475.00

Prices in US Dolls, TAX included

## Special Sponsorships

CWA-Expo Carga offers you several options to highlight your trademark during the event according to the company's business goals.

Registration	Costs
• Registration desk (crest plus sticker) _____	\$ 5,390.00
• Mailing (thousand) _____	\$ 210.00
• Badges _____	\$ 5,390.00
• Badge Lanyards _____	\$ 9,570.00
• Bags _____	\$ 12,760.00
• Flyer delivered at the registration (piece) _____	\$ 1.00

Signs	Costs
• Event Map _____	\$ 1,650.00
• Conferences and workshops program _____	\$ 1,650.00
• Information desk _____	\$ 1,650.00
• Fence in the lobby and/or trade show _____	\$ 1,650.00
• Aisle banners sponsorship _____	\$ 8,580.00
• Aisle banners (individual) _____	\$ 319.00

Prices in US Dolls, TAX included

# Logistics & Supply Chain Zone

Cargo  
Week  
Americas

LOGISTICS  
& SUPPLY CHAIN  
Z O N E



The internal logistics has increasingly complex needs as a result of a dynamic market demanding flexible, optimum and sustainable process solutions as well as control integrated systems that increase the business profitability.

The Logistics & Supply Chain Zone (LSC) is included in CWA-Expo Carga to provide said solutions as a venue to gather the main stakeholders of the logistics industry in Mexico regarding services, innovations and trends of the supply chain and material handling; all this for the visitors to find the tools needed to increase the competitiveness of their companies, optimizing operations, manufacturing, distribution and storage costs.

Thus, CWA-Expo Carga is the only event that not only provides solutions to importers and exporters on foreign trade matters but also integrate the logistic chain.

## Attendees Profile

The supply chain integration can reduce the operations costs between 20% and 30%, which is undoubtedly a real benefit for the companies and adds a business competitiveness factor to their products and services. Thus, the Logistics & Supply Chain Zone (LSC) is visited by Directors and Managers of:

- Supply Chain
- Logistics/Warehousing
- Supply
- Production
- Planning
- Plant
- Purchasing
- Material Management
- Industrial Engineers

### Companies attending 2013

- Editorial Santillana
- Dixon Comercializadora
- Coppel
- Continental Tire
- Agrana Fruit Mexico
- Barcel
- Best Buy Mexico
- Botemex (Grupo Jumex)
- Cementeros Moctezuma
- Columbus Mckinnon Mexico
- ExxonMobil Mexico
- Hermes Music
- Hershey Mexico
- ICA Fluor
- Kerry Mexico
- Mabe
- Montblanc
- Bic No Sabe Fallar
- Pirelli
- Plásticos Urpri
- Praxair Mexico



“ (...) the role of including the Supply Chain is important for all those performing logistic operations since these forums are an opportunity to share and learn the practices of other companies as well as to learn about services offered by providers present at the exhibition to satisfy our needs ”

**Arminda Garcia**  
Logistics Sr. Manager Northern Cluster Mex & CA  
AVON





## Exhibitor Profile

Your participation as exhibitor provides you a direct contact with the attendees to show and sell your solutions.

### **Materials Handling Equipment and Systems**

- Automatic Warehousing Systems
- Handling forklift
- Lifting devices and hooks
- Conveyor belts and carrousel
- Batteries, chargers and generators
- Automation equipment and robots
- Automatically guided vehicle systems
- Hydraulic and electric components and controls
- Cargo or person carriers
- Flexible manufacturing systems
- Hydraulic jacks

### **Logistics IT**

- Warehouse Management Systems (WMS)
- Inventory Management Systems
- Barcode printers and scanners
- ERP's
- Simulators and system design
- Printers, labels and labeling
- Satellite tracking / GPS / Radio Communication
- Systems:
  - Voice Recognition
  - Radio Frequency Identification (RFID)
  - Order and Transport Management
  - Supply Chain Performance

### **Packaging and Containers**

- Pallets
- Palletizers
- Carton box manufacturers
- Packaging machinery
- Wrappings machines / Crates / Sacks
- Plastic or metal containers

### **Warehousing Equipment and Systems**

- Shelves and racks
- Management system and warehouse logistics
- Hoists
- Cranes
- Monorails
- Scales and weighings devices
- Automatic doors
- Ramps and platforms leveling devices
- Parts and accessories
- Warehouses maintenance

### **Infrastructure, Logistics and Transport services**

- Industrial parks and vessels
- Warehouses and distribution centers
- 3PL's / Logistics operators
- Consulting companies
- Private Security / Video surveillance / CCTV
- Fleets and light vehicles

## + How to participate

### Booths Mexico

### Costs

- |  |              |
|--|--------------|
| ■ 3 x 3 m (9 m <sup>2</sup> ) _____            | \$ 3,190.00  |
| ■ 6 x 3 m (18 m <sup>2</sup> ) _____           | \$ 5,610.00  |
| ■ 6 x 6 m (36 m <sup>2</sup> ) _____           | \$ 8,360.00  |
| ■ 6 x 9 m (54 m <sup>2</sup> ) _____           | \$ 12,650.00 |
| ■ Pabellón 6 x 12 m (72 m <sup>2</sup> ) _____ | \$ 14,520.00 |

Prices in US Dolls, TAX included



# LSC Zone Activities



## ■ Top Visitor Program



A special activity program will be offered for a selected group of Top Visitors who have executive positions in companies of significant purchase volume. This program will include high level training, networking and integration events for purchasers and suppliers.

## ■ Conferences / Workshops

Logistics & Supply Chain Zone (LSC) has a wide specialized educational program including high level conferences and hands-on workshops, where the professionals and business people increase and update their logistic knowledge and training.

Stories of success are presented as well as solutions to issues faced by logistics areas focusing on trademarks.

## ■ Special Events

Organize your event within the CWA – Expo Carga to improve the attendance and attract visitors, thus maximizing your budget and profiting from the event's branding.

- Presentations
- Board Meetings
- Conventions
- Members Training
- Breakfasts
- Monthly Meetings
- Commercial Events

## ■ Technical Training

Managing certain products requires special training and this is the reason for the Logistics & Supply Chain Zone (LSC) to offer a space for your company to provide a technical training on the use and operation of your product.

## ■ Certification Program

The industry's official regulating entities will offer the attendees certificates of curricular value.

## ■ Master Studies Programs

The country's most prestigious universities and education institutions will give some Master classes related to the sector in the event's training rooms.

### + How to participate

Conferences	Costs
▪ Conference Fee _____	\$ 3,190.00
▪ Chairs Sponsorship _____	\$ 5,390.00
▪ Event Colocation _____	to be quoted
▪ Banners _____	\$ 5,390.00
▪ Flyer (per conference) _____	\$ 475.00

Workshops	Costs
▪ Workshop Fee _____	\$ 1,650
▪ Chairs Sponsorship _____	\$ 2,090
▪ Video (5 min máx) _____	\$ 1,650
▪ Banners _____	\$ 2,090
▪ Flyer (per conference) _____	\$ 165

Prices in US Dolls, TAX included

# Sponsorship Options



Find out the details of the Advertising Guidelines 2013



## General Sponsorships

Position your image prominently in the entire advertisement during the event and obtain a great branding for your trademark.

### + How to Participate

Sponsorship		Costs	Sponsorship		Costs	Sponsorship		Costs
▪ Platinum	_____	\$15,820.00	▪ Gold	_____	\$10,545.00	▪ Silver	_____	\$8,030.00

Prices in US Dolls, TAX included

## Special Sponsorships

Logistics & Supply Chain Zone (LSC) offers you several possibilities to highlight your trademark during the event according to your company's business goals.



### + How to Participate



Concept	Costs	Concept	Costs
▪ Aisle banners sponsorship _____	\$ 7,480.00	▪ Workshops program _____	\$ 1,650.00
▪ Event Map _____	\$ 1,650.00	▪ Information desk _____	\$ 1,650.00
▪ Mailing (millar) _____	\$ 210.00	▪ Fence in the lobby and/or trade show _____	\$ 1,650.00
▪ Conferences program _____	\$ 1,650.00		

Prices in US Dolls, TAX included

## Exhibitors Directory / Activities Program

Increase the presence of your trademark in the event including an advertisement in the directory that will be provided to all the attendees of Logistics & Supply Chain Zone (LSC) and reinforce your trademark's positioning.

### + How to participate

Sponsorships	Costs
▪ 1 page _____	\$ 2,090
▪ 1/2 page _____	\$ 1,650
▪ Logo insert _____	\$ 275

Prices in US Dolls, TAX included

Printout  
**10,000**  
issues



Programa de **ACTIVIDADES**

www.expo-carga.com

## Support Partners



## Certified by



## More information

+52 (55) 5442-5760 / [ventas@expo-carga.com](mailto:ventas@expo-carga.com) / [www.expo-carga.com](http://www.expo-carga.com)



Cargo Week Americas/Expo Carga - International



Cargo Week Americas - Expo Carga



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