



LIII INTERNATIONAL
CONVENTION



**CFO 360° THE FUTURE OF
FINANCES AND LEADERSHIP**

LOS CABOS, BCS. | NOVEMBER 19-21, 2025

MEDIA KIT

convencion.imef.org.mx



CFO 360° THE FUTURE OF FINANCE AND LEADERSHIP

The LIII IMEF 2025 International Convention, the most relevant event for Mexico's financial and business community. This year, we will gather in a spectacular destination: **Los Cabos, Baja California Sur**, at the exclusive Hotel Hacienda del Mar, an all-inclusive resort that combines **luxury, comfort and an unparalleled view of the Sea of Cortez**.

From **November 19-21, 2025**, immerse yourself in a high-level environment where analysis and innovation combine with the pleasure of enjoying first-class facilities, paradisiacal beaches, relaxing pools and exceptional cuisine. In addition to a **program with high-impact conferences and panels**, you will have the opportunity to connect with industry leaders in an environment designed for learning, networking and relaxation. Translated with DeepL.com (free version)

LIII INTERNATIONAL CONVENTION IMEF 2025

EVENT FORMAT



**IN-PERSON
EVENT**

EXCLUSIVELY



+300

BUSINESS CONTACTS



DAYS

OF ACTIVITIES



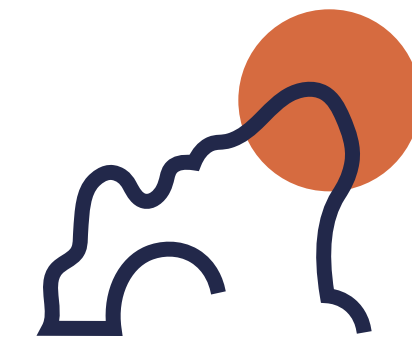
+30

NATIONAL AND
INTERNATIONAL SPEAKERS



**SOCIAL
EVENTS**

AND NETWORKING
SPACES



**TOURISTIC
PROGRAM**

ENJOY THE BEAUTY
OF LOS CABOS, BCS.

WHY BE A SPONSOR



CALLS FOR
+250 PARTICIPANTS



PARTICIPANT PROFILE

**CEOs, CFOs, MANAGERS AND CONSULTANTS OF COMPANIES
WITH HIGH RECOGNITION AND CONTRIBUTION
TO THE ECONOMIC AND SOCIAL GROWTH OF MEXICO.**

The **IMEF International Convention** is an event in which current and cutting-edge issues of high impact on Mexico's growth are analyzed.

National and international experts meet to analyze, debate and propose alternatives for key sectors in the economic development of the country. For the business sector, the Business Summit is an event of high relevance since it addresses **Financial Education, Technology and Social Responsibility issues**, which provide relevant information for decision making.

BENEFITS FOR OUR SPONSORS



BUSINESS OPPORTUNITY
WITH FIRST CLASS COMPANIES



NETWORKING WITH
DECISION MAKERS



IMEF DIGITAL
MEDIA ADVERTISING



BRAND POSITIONING
AT EVENTS



PRINT ADVERTISING
AT EVENTS



CONTENT AND
ADVERTISING IN IMEF NEWS



COMMUNICATION OF YOUR COMPANY'S SOLUTIONS AND SERVICES AT EVENTS

PARTICIPATION OPTIONS:

BENEFITS	CATEGORIES			
	DIAMOND \$ 400,000	PLATINUM \$ 200,000	GOLD \$ 150,000	SILVER \$ 100,000
NETWORKING AREA				
Conference Speaker in technical program	✓			
Speaker on Panel in technical program		✓		
Company speaker in simultaneous conference format (with 80 pax)			✓	
Sponsor of a panel of the sponsor's choice				✓
Module type stand 2x2 mts			✓	✓
Coffee service		✓		
Premium Stand 2x2 mts	✓	✓		
Recharge zone	✓			
ADVERTISING IN THE MEDIA				
Logotype in printed media	✓	✓	✓	✓
Logotype in digital media	✓	✓	✓	✓
BRANDING				
Insertion of promotional material in the welcome kit	✓	✓	✓	✓
Recognition as sponsor	✓	✓	✓	✓
Logo and video projection on screens in conference room during breaks	✓	✓	✓	✓
ADDITIONAL BENEFITS				
Database of attendees (In accordance with the Data Protection)	✓	✓	✓	✓
Special mention during the event's program	✓	✓	✓	✓
Courtesy to the event	1	2	3	4

OPTIONS FOR SPECIAL PARTICIPATION:

BENEFITS

DINNER OF WELCOME* \$250,000

- 8 Roll Ups of your company in the dinner area
- 1 minute video projection of your company
- Speech of an Executive of your company before the dinner begins.
- Logo of your company on the screen of the place where the dinner will be held
- Right to insert promotional inserts in the welcome kit
- 2 complimentary access to the event
- On the dinner tables, you may place brand presence provided by your company.

CLOSING DINNER * \$350,000

- 8 Roll Ups of your company in the dinner area
- 1 minute video projection of your company
- Speech of an Executive of your company before the dinner begins.
- Dinner menu with your company logo.
- Logo of your company on the screen of the place where the dinner will be
- Right to insert promotional inserts in the welcome kit
- 3 complimentary access to the event
- On the dinner tables, you may place brand presence provided by your company.

CAPELOS IN THE CONFERENCE ROOM * \$120,000

- Caps on the backs of chairs in the conference room during conferences.
- Projection of your logo on screens in the conference room during breaks (shared with other sponsors).
- Right to insert promotional inserts in the welcome kit
- 1 complimentary access to the event

NETWORKING MODULE (STAND)* \$75,000

- Stand module type 2x2
- Includes screen, drawer and chair
- Right to insert promotional inserts in the welcome kit
- 2 accesses as staff in expo area
- 1 courtesy access to the event.

***INCLUDES:** Logo in printed media (IMEF International Convention Program and Media Publications) and Logo in digital media (IMEF International Convention website, electronic invitation to all IMEF members and Publications in digital media).

**OPTIONS
FOR SPECIAL PARTICIPATION:**

BENEFITS

WELCOME KIT BAG \$60,000

Exclusive image of your brand on the welcome bag that will be given to all attendees

The bag holds the promotional material of all sponsors

Includes the production of the bag

Right to insert **promotional inserts in the welcome kit**

1 complimentary access to the event

PHOTOBOOTH* \$120,000

Space of 3x3

2 chairs with table periquera

3x3 screen with your image

2 walls to place photographs of the event, which may be taken by the participants

Right to deliver **promotional material of your company**

Right to insert **promotional inserts in the welcome kit**

1 complimentary access to the event

COFFEE SERVICE * \$150,000

2 days of coffee service, fine cookies and salty snacks

Includes **company logo** in the area

1 table, 1 banner and 1 chair to deliver information

Sponsor may place **brand presence** on their own and/or do some activation

Right to insert **promotional inserts in the welcome kit**

1 complimentary access to the event

RECHARGE AREA * \$85,000

Space of 3x3.

2 recharge towers with branding of the brand

Right to insert **promotional inserts in the welcome kit**

1 complimentary access to the event

***INCLUDES:** Logo in printed media (IMEF International Convention Program and Media Publications) and Logo in digital media (IMEF International Convention website, electronic invitation to all IMEF members and Publications in digital media).

OPTIONS FOR SPECIAL PARTICIPATION:

BENEFITS

GIFT FOR ALL CONVENTIONISTS* \$150,000

IMEF 2025 International Convention welcome card with a message and your company logo

Option to print your **company logo on the gift**

Your logo on the materials included in the kit

Right to insert **promotional inserts in the welcome kit**

2 complimentary access to the event

IN ROOM WELCOME KIT* \$150,000

In-room welcome kit **bag/packaging** for all attendees with your company logo.

Option to include your **company information in the kit**

IMEF 2025 International Convention welcome card with a message and your company logo.

Your logo in the materials included in the kit.

Right to insert **promotional inserts in the welcome kit.**

1 complimentary access to the event

BADGE \$60,000

Logo on participants' badge

Logo on badge lanyard

Right to insert **promotional inserts in the welcome kit.**

1 complimentary access to the event

SPONSORS IMEF 2025 INTERNATIONAL CONVENTION RAFFLE* \$65,000

Projection of your company's video before the beginning of the raffle that will take place at the end of the technical program of the event

Speech by one of your company's executives before the prize

Logo of your company during the raffle (shared with other sponsors)

Right to insert **promotional inserts in the welcome kit**

1 complimentary access to the event

EVENT SIGNAGE5 \$65,000

Signs inside the IMEF International Convention venue at different points indicating the different ways to get to each of the key parts of the event

Your logo on all signage

Right to insert **promotional inserts in the welcome kit**

POCKETGUIDE \$60,000

2nd cover and 4th cover of the pocket guide delivered to all conventioners with your company's advertisement

Your logo on all pages of the pocket guide

Right to insert **promotional inserts in the welcome kit 1 complimentary** access to the event

***INCLUDES:** Logo in printed media (IMEF International Convention Program and Media Publications) and Logo in digital media (IMEF International Convention website, electronic invitation to all IMEF members and Publications in digital media).