



# REPORT

Marketing - 2024



[refriamericas.com](https://refriamericas.com)





# ASSISTANTS +2800

**+40**

**ATTENDING COUNTRIES**

**74%**

**GENERAL AND MARKETING MANAGERS**

**70%**

**BUDGETS OF +US \$25K**

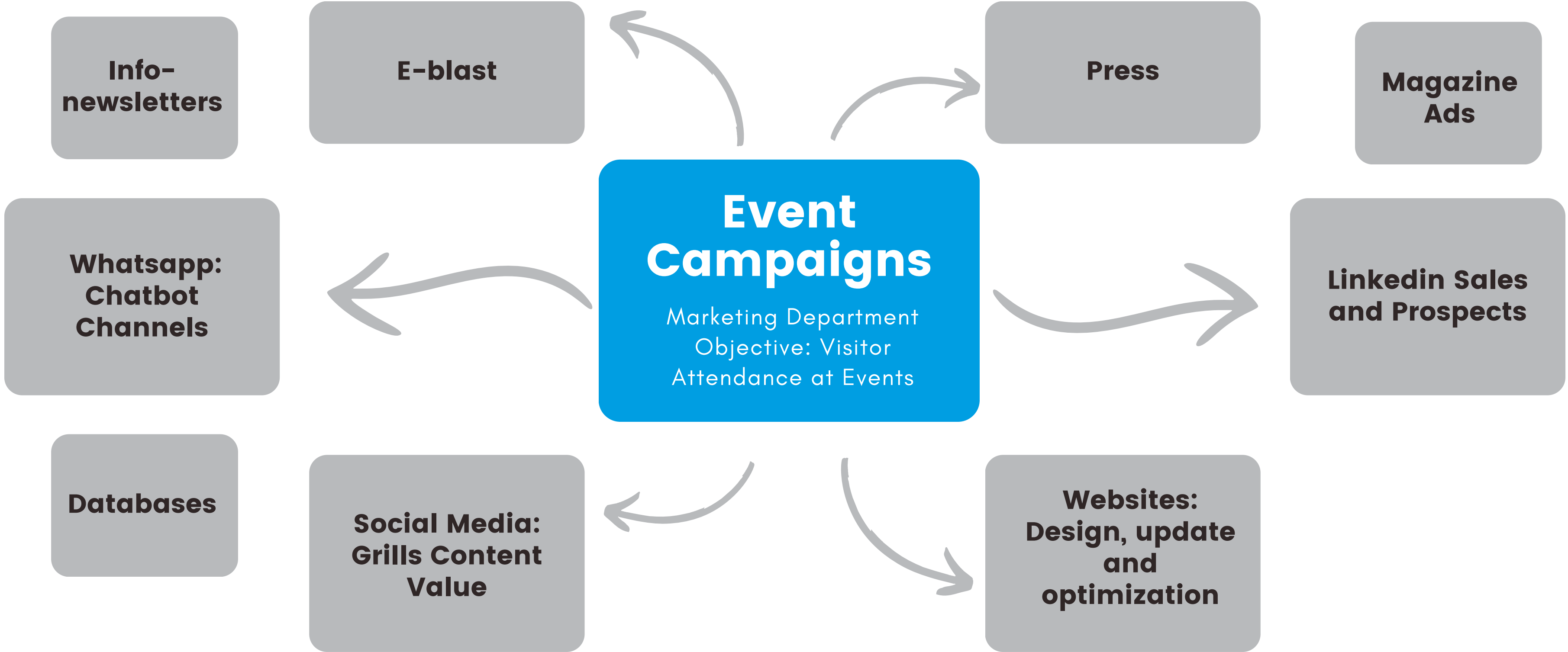
**64%**

**PURCHASES BEFORE 6 MONTHS**

**81%**

**RECOMMENDS, DECIDES AND APPROVES PURCHASES**

# DISSEMINATION CHANNELS



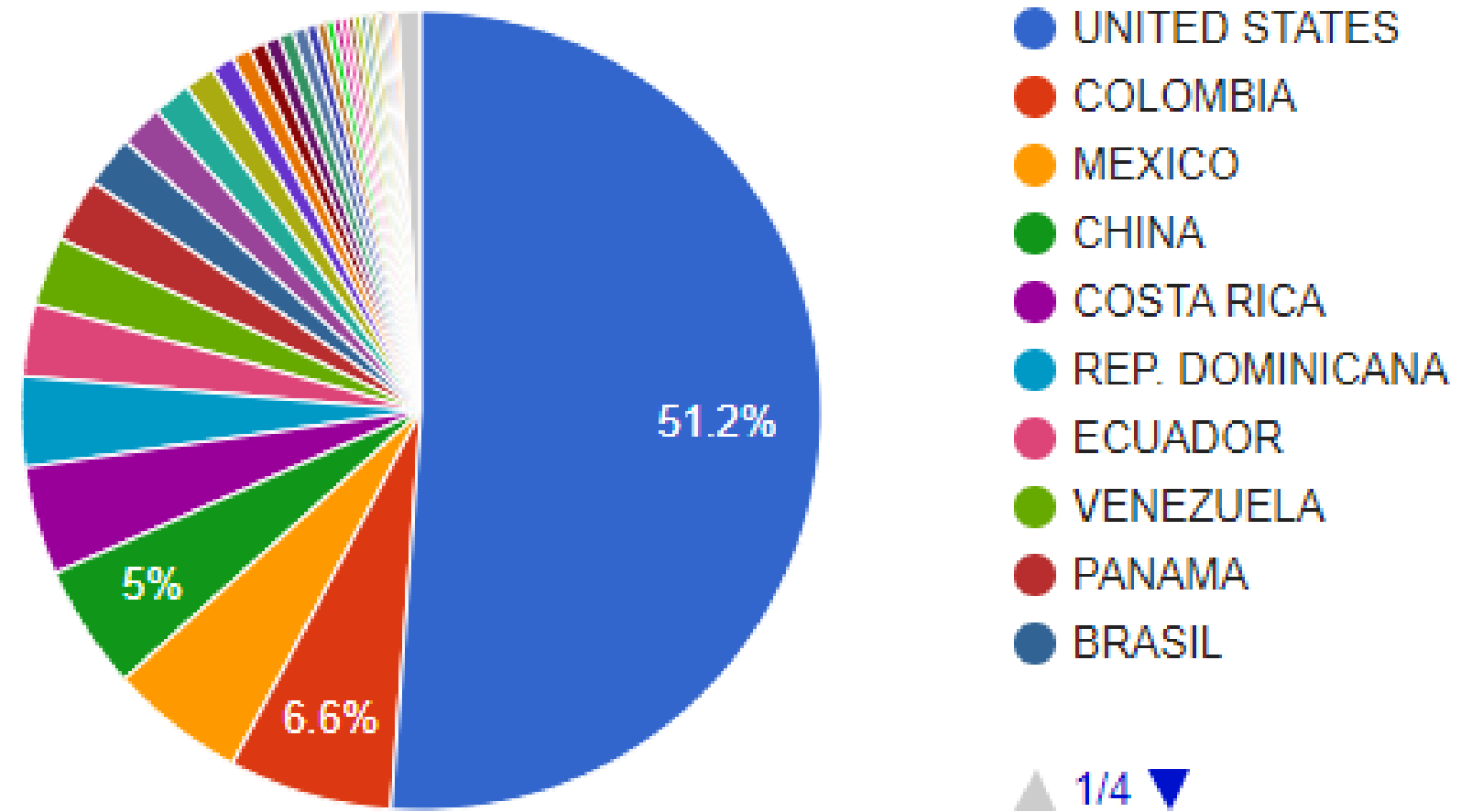
# PARTICIPATING COMPANIES



**172.000 ft<sup>2</sup>**  
 MACC – Miami Airport  
 Convention Center

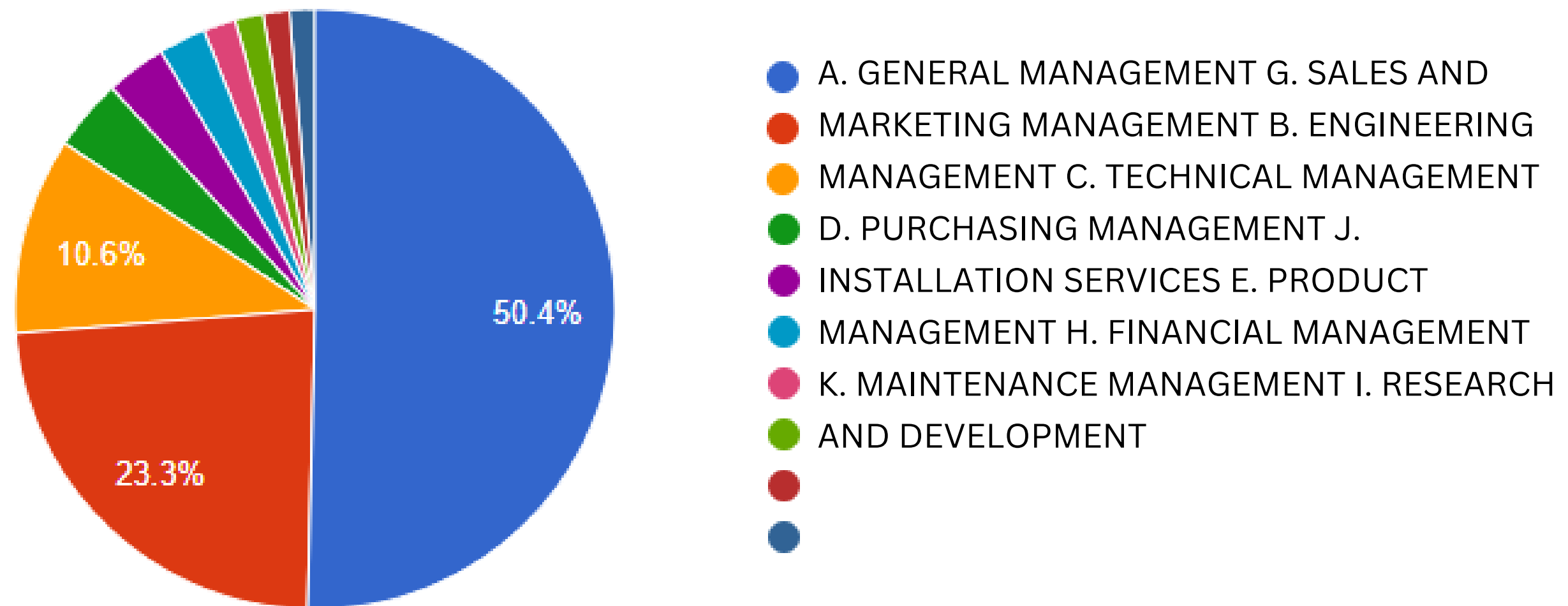
# Statistics

Attendees by country



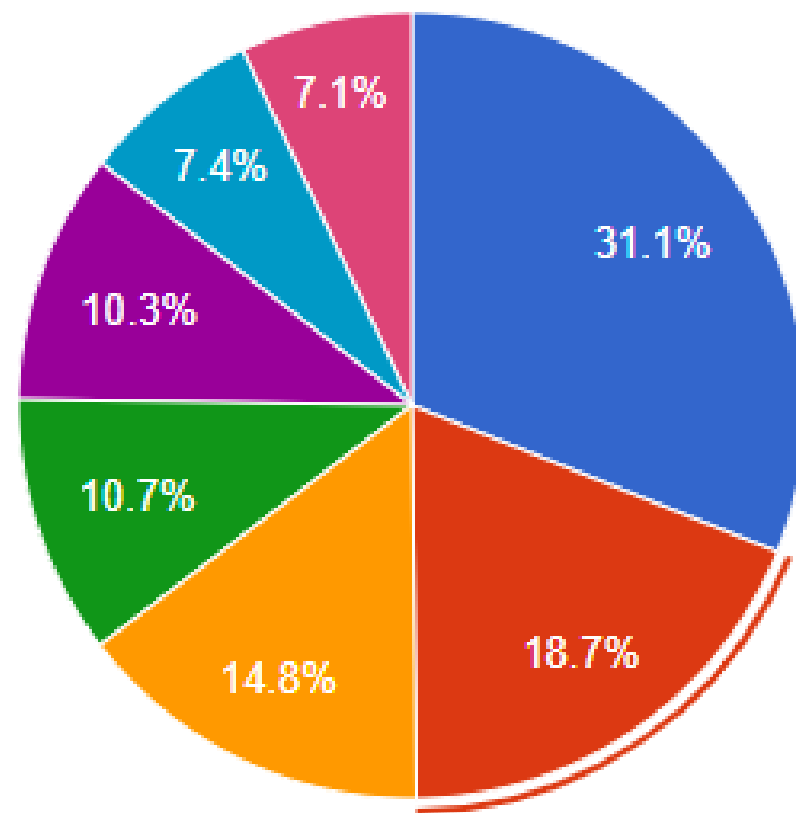
# Statistics

Assistants by area



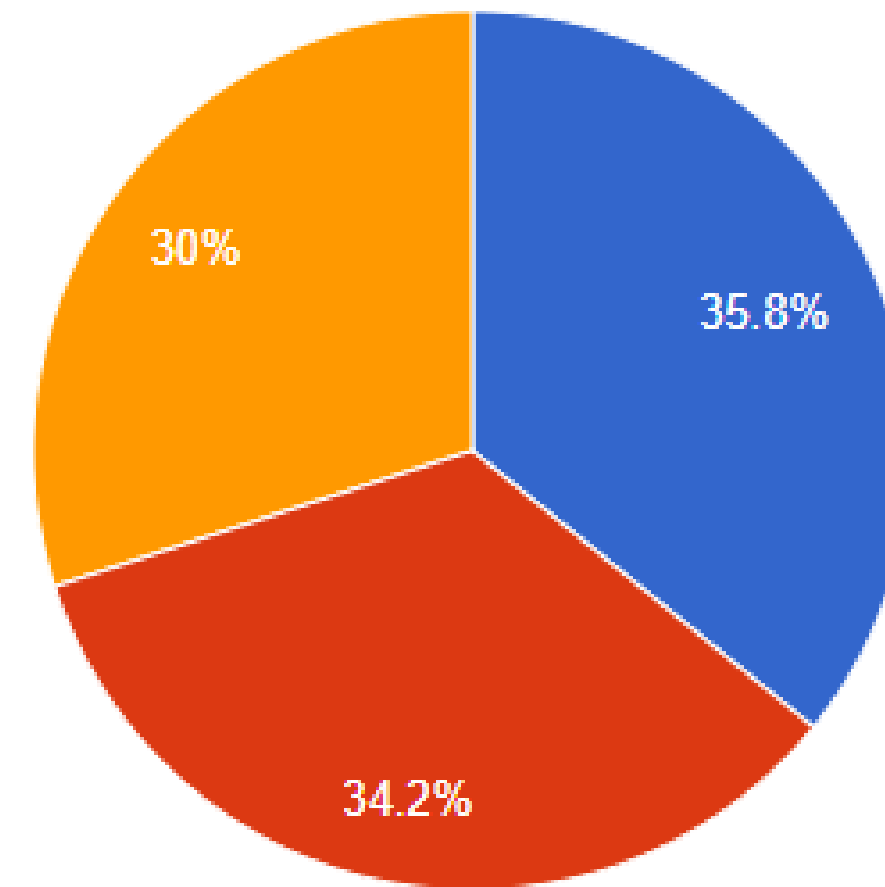
# Statistics

Assistants by budget



Next purchase

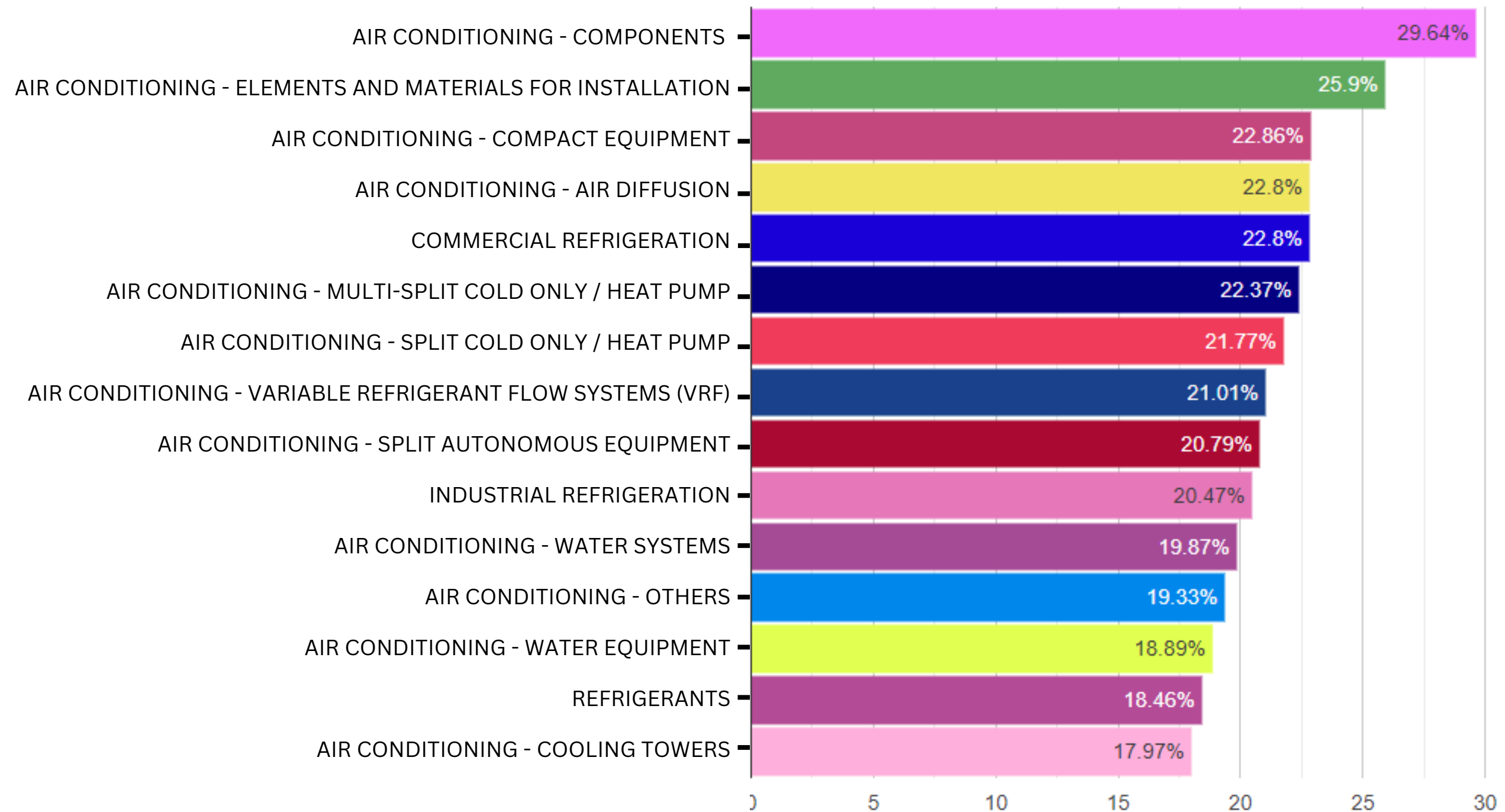
- Less than US \$25.000
- US \$25K to US \$50.000
- US \$1.000.000 +
- US \$100K to US \$250.000
- US \$50K to US \$100.000
- US \$250K to US \$500.000
- US \$500K to US \$1.000.000



- After 6 months and before 1 year
- Before 6 months
- During the event

# Statistics

## TOP 15 Categories of Interest



# 12 AGREEMENTS

## Allied associations and institutions

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## Allied media

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Social media posts



E-mail marketing



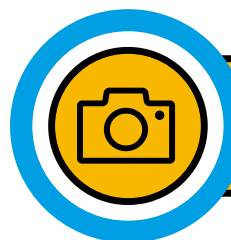
Website Postings



Advertising banners

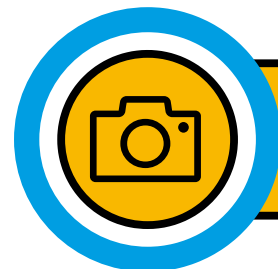
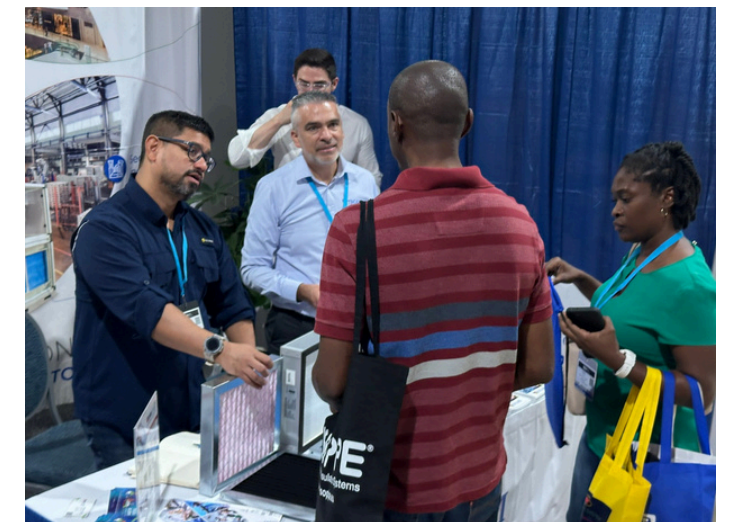
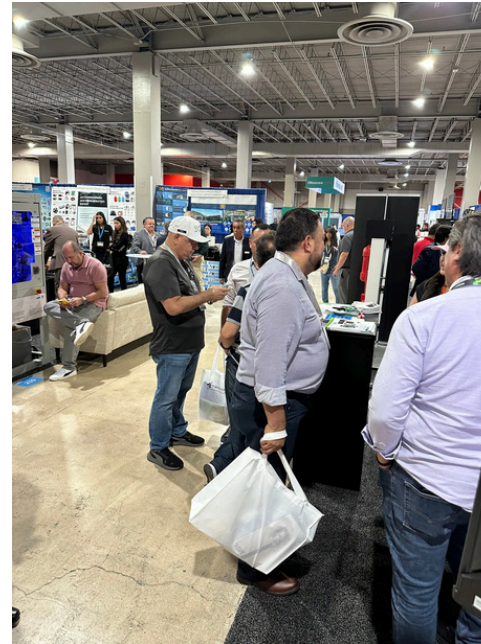
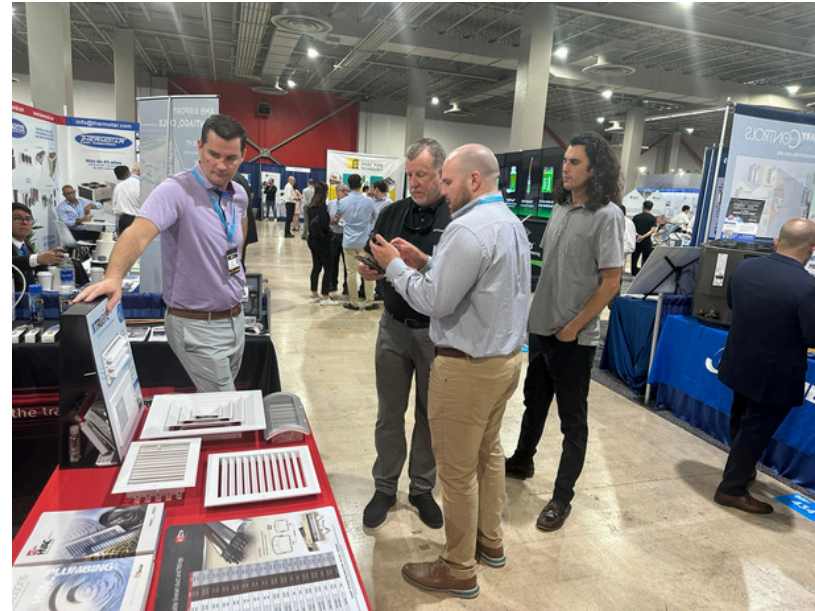


# Image gallery



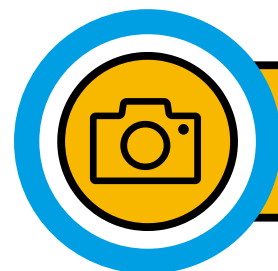
Inauguration

# Image gallery



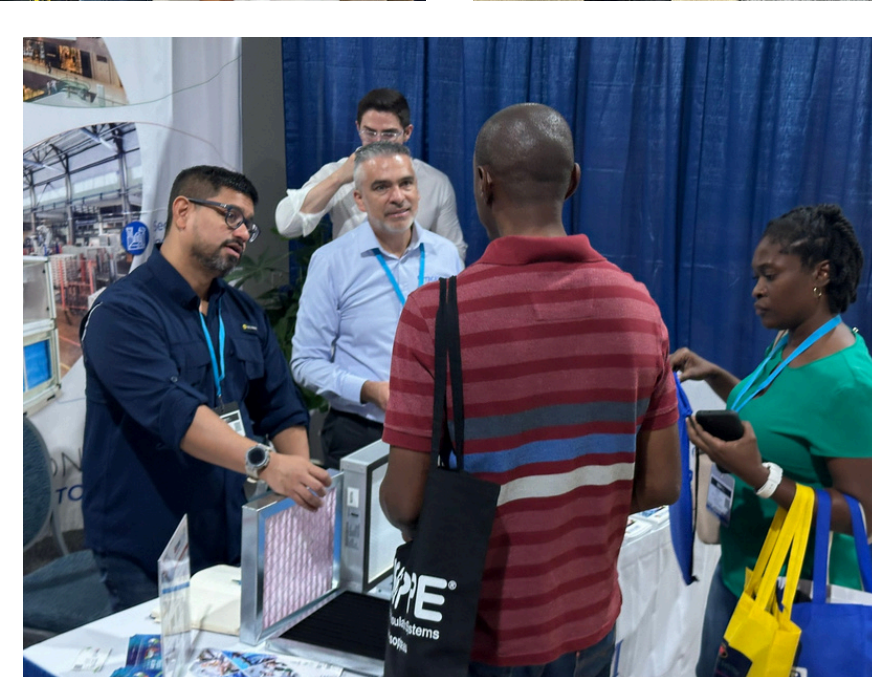
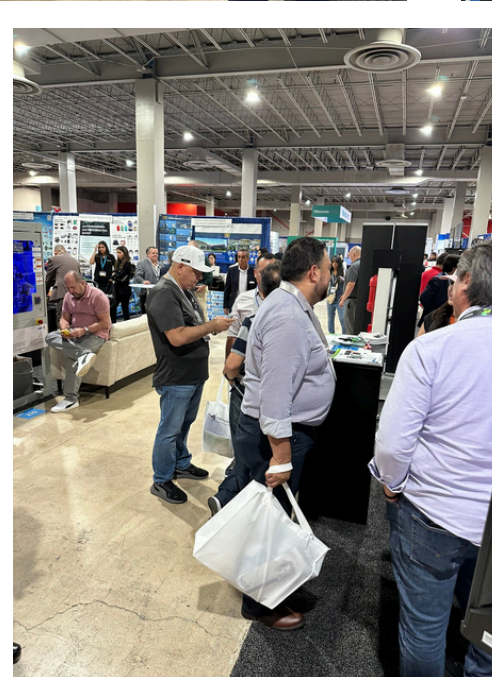
Trade show

# Image gallery



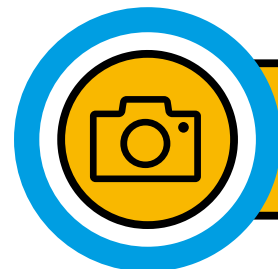
Trade show

# Image gallery



Trade show

# Image gallery



Award Ceremony

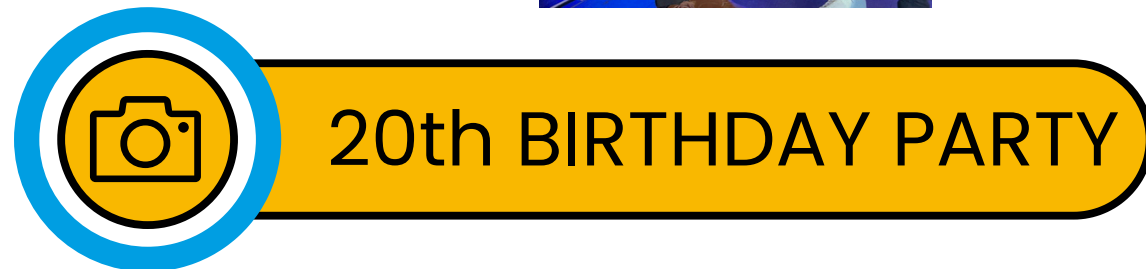
# Image gallery



# Image gallery



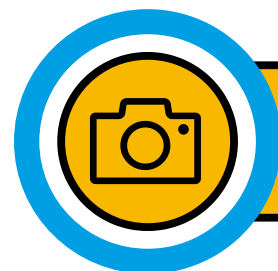
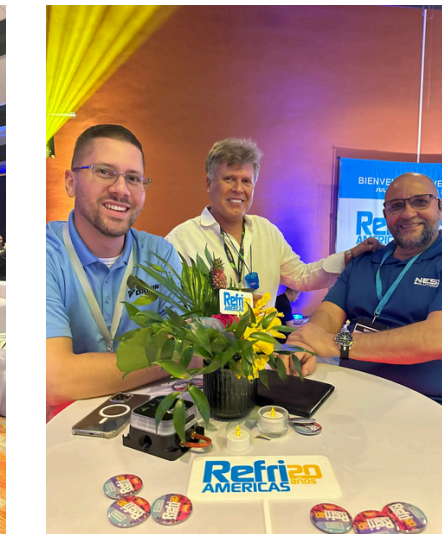
# Image gallery



# Image gallery



# Image gallery

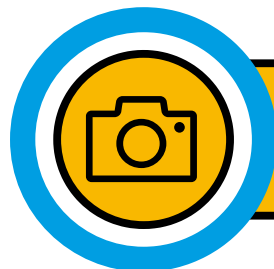


20th BIRTHDAY PARTY

# Image gallery



Part of the Latinpress Team



20th BIRTHDAY PARTY

# Contact us

As the event's Marketing team, we are here to support the dissemination of the event, with different strategies and tactics to achieve the objectives of continuing to bring quality visitors to the exhibition. We appreciate if you have any questions, you can contact us



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**Thank you**  
for your attention



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