



# ALADYR INTERNATIONAL CONGRESS MEXICO

Mexico City

April 17 and 18, 2024

#### VENUE

Westin Santa Fe Hotel  
9:00 a.m. to 7:00 p.m.

#### INFORMATION

For information contact us at:  
[dircom@aladyr.net](mailto:dircom@aladyr.net)

#### FEES

**PRESALE until: 02/29/24**

Members 160 USD

Non-members 230 USD

**As of: 03/01/24**

Members 180 USD

Non-members 250 USD

**REGISTRATION**

# Sponsors

The logo for Water Technologies de México features a stylized blue wave icon to the left of the text. The word "water" is in a light blue, lowercase sans-serif font, while "technologies" and "de México" are in a dark blue, lowercase sans-serif font.



# About us



## ALIADOS Y ACADEMIAS



ALADYR - Latin American Association of Desalination and Water Reuse.

We are a non-profit trade association that aims to promote knowledge and experiences related to desalination, water reuse, and effluent treatment technologies to optimize water management in Latin America and ensure access to safe drinking water that meets standards of quality, efficiency, sustainability, economic development, and social welfare. We were founded on November 30, 2010, during the II International Seminar on Desalination in the city of Antofagasta, Chile. With over 13 years of experience, we have become leaders and a reference for all of Latin America. We have more than 100 members, including technology and service providers, advisors and consultants, engineering companies, assemblers, end-users, academies, and associations.

# Technical program

Our congress will showcase a comprehensive technical program. Over the course of two days, you will have the opportunity to learn about both national and international experiences that are relevant to the development of Mexico and Latin America with regards to optimal and sustainable water management. The program will focus on topics such as desalination, water reuse, and effluent treatment in various productive and industrial sectors.

Featured topics:



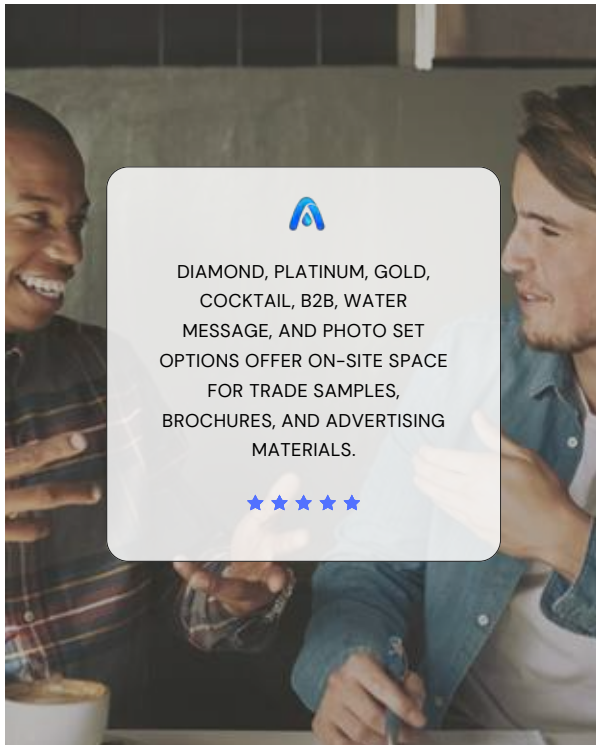
- Water Management in the OIL & GAS Industry
- Water process optimization in the food and beverage industry
- Water and agriculture
- Water in the hotel industry
- Water and effluent treatment trends, innovation, and technologies for the brewing industry



- Sanitation
- Legislation and regulations for the progress of water management in Mexico
- Sustainability and technology
- International trends, Water Positive, SDGs

We will be presenting the initial version of our program on February 15. Currently, we are reviewing and approving the applications we have received in order to select the participants for the program. If you are interested in giving a technical presentation, please write to [dircom@aladyr.net](mailto:dircom@aladyr.net) to receive further information and details. Please be advised that spaces are limited and all applications must be endorsed by a company or institution.

# Congress sponsorships



## Diamond



(USD 12,000)

Exclusive for one (01) company. It includes:

- Eight (08) complimentary registrations.
- One (01) table for advertising support.
- Logo on all printed and digital materials related to the event in a prominent position.
- Logo on the gift bags given to each participant.
- Institutional advertising or logo placement in the presentation file given to each participant.
- Opportunity to give opening remarks.
- Promotional video featuring a representative of the sponsoring company to be posted on social media.
- Commercial video that will be played four times during the event (two per day).
- A 40-minute technical/informative presentation during the event.
- A 10-minute commercial presentation.
- A special feature in ALADYR magazine.
- A 0.80 x 2m LED banner to display logos or videos.

## Platinum



(USD 6,500)

Exclusive for one (01) company. It includes:

- Six (06) complimentary registrations
- One (01) table for advertising support.
- Logo on all printed and digital materials related to the event in a prominent position.
- One (01) article in the ALADYR Magazine
- Promotional video featuring a representative of the sponsoring company to be posted on social media.
- Commercial video that will be played 2 times during the event (1 per day).
- A 40-minute technical/informative presentation during the event.
- Moderate one session of the technical program (morning or afternoon)
- A 0.80 x 2m LED banner to display logos or videos.

## Gold



(USD 3,500)

Limited to a maximum of ten (10) companies. It includes:

- Two (02) complimentary registrations
- One (01) table for advertising support
- Logo on all printed and digital materials related to the event
- One (01) article in ALADYR Magazine
- Promotional video featuring a representative of the sponsoring company to be posted on social media.
- A 0.80 x 2m LED banner to display logos or videos.

## Cocktail



(USD 12,000)

Exclusive for one (01) company.

The company that selects this category will provide a cocktail for the attendees. The sponsor will give a welcome speech and distribute POP materials, brochures, and any gifts they wish to offer. The cocktail will include a variety of drinks and sweet and savory appetizers, along with a sound system and musical prelude to liven up the evening. The three-hour cocktail time is exclusive to the sponsoring company, allowing them to use this time to promote their products or services through their most suitable marketing strategies and presentations. It includes:

- Eight (08) complimentary registrations
- One (01) table for advertising support.
- Commercial video(s) to be played continuously during the cocktail party. (The video must be provided by the sponsoring company)
- Welcoming remarks at the cocktail
- A representative from the sponsoring company will be the master of ceremonies for the presentation of awards and prizes.
- Handing out of POP material and brochures
- One (01) LED totem with the sponsor's image at the entrance of the conference rooms.
- A 40-minute technical presentation (It may be provided by the company or a client of the company, subject to the approval of the Technical Committee)
- Promotional video featuring a representative of the sponsoring company to be posted on social media before the event.
- A 0.80 x 2m LED banner to display logos or videos.

## B2B

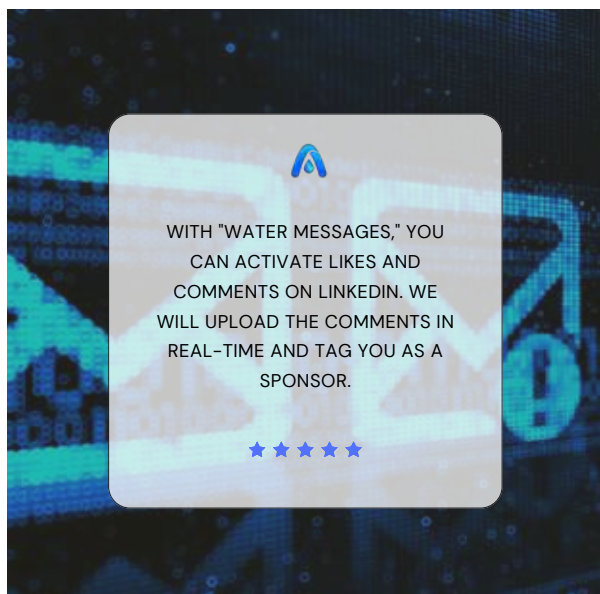


(USD 6,500)

Exclusive for one (01) company.

During the congresses, we will have a designated area for express B2B meetings. Attendees will be able to sit at tables in this space and will rotate every time they hear the bell for the change of tables. It includes:

- Four (04) complimentary registrations
- A table for the sponsor to hand out advertising material
- Six (6) tables provided for the activity. Each table will have two chairs for the participants.
- Two staff members will be present to guide the activity and handle logistics. Both of them will be wearing T-shirts with the sponsor's logo.
- Participants will be invited to participate in the B2B rounds before each coffee break.
- All the participants who participate in the activity will need to register their data, which will be provided to the sponsor.
- All participants in the activity will be entered into an online lottery platform. In the conference hall, before the last coffee break, a lottery will be conducted among the attendees using the online platform. The winner will receive a high-end technological item as a prize.
- A 0.80 x 2m LED banner to display logos or videos.



## Water messages



(USD 6,000)

Exclusive for one (01) company.

We will be conducting interviews with congress attendees and notable personalities to share a positive message about the industry. Each interviewee will have one minute to speak. It includes:

- Four (04) complimentary registrations
- The interview set will have a 3 x 2m backing with the sponsor's and ALADYR's logo.
- Each message will be uploaded to LinkedIn with an introduction featuring the sponsor's company logo. The sponsor will also be mentioned in the publication's credits.
- The top 20 messages will be featured in our magazine "Aguas Latinoamérica", with a photo and credits for the speaker, and we will highlight that it is a space courtesy of our sponsor.

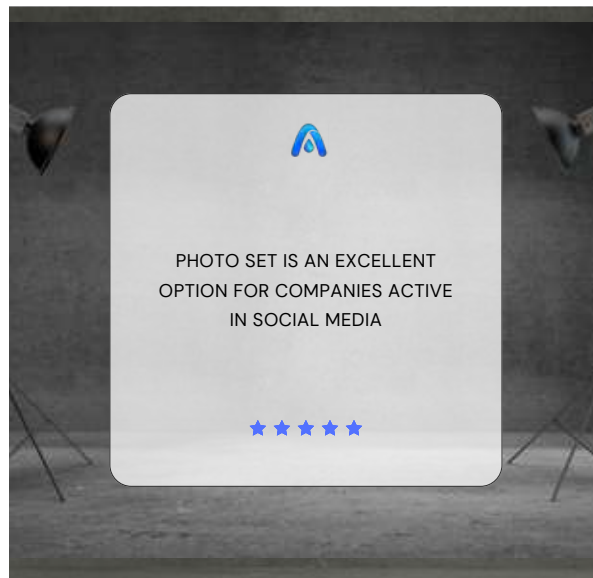
## Photo set



(USD 8,000)

Exclusive for one (01) company. It includes:

- Four (04) complimentary registrations
- Logo on all printed and digital materials related to the event
- Promotional video featuring a representative of the sponsoring company to be posted on social media
- At the event, a Photographic Set will be available for attendees to take pictures. The set will feature the company logo. To receive the photographs, attendees will need to leave their email address. By doing so, the company will have access to this data.



## Bingo



(USD 4,200)

Exclusive for one (01) company.

We will play the classic game of bingo at the event. Every attendee will receive a bingo card, and representatives from the sponsoring company will call out the numbers and give prizes to the winners. Before starting the game, we will play a commercial video from the sponsor. It includes:

- Three (03) complimentary registrations.
- Logo on all printed and digital materials related to the event
- Bingo cards with the company's logo
- Before and after the game, a commercial video with a maximum duration of 02 minutes will be played. The sponsoring company must provide the video.
- Promotional video featuring a representative of the sponsoring company to be posted on social media before the event.



## Water Live



(USD 6,000)

Exclusive for one (01) company.

A representative from your company will moderate a 40-minute discussion on relevant topics for the industry. The moderator will start the activity with the most voted topic, inviting a panelist and the audience to share their experiences and points of view to generate a smooth conversation among the attendees. The goal is to recognize different viewpoints and approaches to address the challenges of water management. It includes:

- Four (04) complimentary registrations
- During the 40-minute session, your logo will be displayed on the screen and the app used for Q&A
- The activity will include surveys. The data collected from surveys will be used to create infographics, which will be uploaded to social media along with your company's comments. Your logo will be included in each infographic and published content.
- Logo on all printed and digital materials related to the event
- Before starting the activity, you will have 05 minutes for a brief presentation of your organization.
- Video for social media of a representative of your company announcing that you will be at the congress. ALADYR will be in charge of editing and publishing the video.
- If you submitted a technical presentation and it was approved by our committee, we will issue a press release before the event highlighting its relevance and extending an invitation to participate in the congress.

## Lanyard



**NOT AVAILABLE**

Exclusive for one (01) company. It includes:

- Four (04) complimentary registrations.
- Logo on all printed and digital materials related to the event in a prominent position.
- Logo printed on the lanyard.
- One (01) article in the ALADYR Magazine
- Promotional video featuring a representative of the sponsoring company to be posted on social media
- Commercial video to be played 1 time during the event

## Young leaders



**(USD 2,000)**

Exclusive for one (01) company. It includes:

- Two (02) complimentary registrations
- Invite six (06) university students to the event
- Your contribution will be mentioned during the opening of the event.
- Logo on all printed and digital materials related to the event
- Video for social media with students' appreciation
- Promotional video featuring a representative of the sponsoring company to be posted on social media
- Special feature in the ALADYR magazine

## Protocol



**(USD 2,500)**

Exclusive for one (01) company. It includes:

In the hall, there will be three (03) staff members who will assist in the location of the attendees, question rounds, and logistics during the technical session. These staff will wear a shirt with the logo of the sponsoring company (costs of staff and shirts are included in the sponsorship value). It includes:

- Two (02) complimentary registrations
- Logo on all printed and digital materials related to the event
- Staff wearing a shirt with the sponsor's logo.
- The sponsor may provide POP material to place on the tables where the attendees will be seated.
- Promotional video featuring a representative of the sponsoring company to be posted on social media before the event.

## Learning



**(USD 3,200)**

Available for four (04) companies. It includes:

- One (01) complimentary registration
- Trivia will be conducted through a digital app on the presented topics, rewarding attendees who paid the most attention
- The winner of the trivia will receive a gift (included)
- The sponsor's logo will be on the screen during the trivia game
- Logo on all printed and digital materials related to the event
- Promotional video featuring a representative of the sponsoring company to be posted on social media

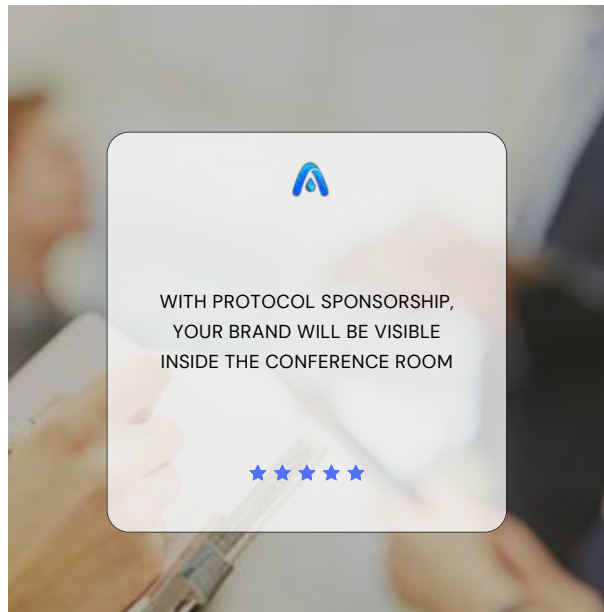
## Masters of water



**(USD 3,000)**

Exclusive for one (01) company. It includes:

- Two (02) complimentary registrations
- Invite eight (08) university professors to the event.
- Your contribution will be mentioned during the opening of the event.
- Logo on all printed and digital materials related to the event
- Video for social media with participants' appreciation
- Promotional video featuring a representative of the sponsoring company to be posted on social media
- Special feature in the ALADYR magazine





# Commercial Presentation

(USD 2,000)

Available for four (04) companies.

Besides the technical/informative presentations on our program, we have also opened space for up to four commercial presentations where exhibitors can showcase the benefits and features of their products and services.

- Duration: 10 minutes
- After the presentation, the presenters will have a VIP area to meet interested parties and potential clients, answer questions, and arrange business meetings
- The presentation order will correspond to the order of application receipt



# Accommodation



## The Westin Santa Fe

Room rates:

- **Traditional occ SGL 157 USD**
- **Traditional occ DBL 169 USD**

Please note:

- Rate in USD, subject to the exchange rate established by Marriott International
- Net non-commissionable rates
- Rate subject to 16% VAT and 3.5% Federal Tax in force
- Rates include buffet breakfast at Market Kitchen Restaurant

Hotel Address

Avenida Javier Barros Sierra 540 / Lomas de Santa Fe/ Álvaro Obregón / ZIP 01219

Mexico City

<https://www.marriott.com/hotels/travel/mexws-the-westin-santa-fe-mexico-city/>



# Our upcoming events

## May 27 to 31 Spain

### ALICANTE



### ALADYR training on desalination

Universidad de Alicante  
8:00 a.m. to 5:00 p.m.

**PRESALE until: 03/30/24**

Members 1400 USD  
Non-members 1800 USD

**As of: 04/01/24**

Members 1600 USD  
Non-members 2000 USD

35 attendees 

## June 5 to 7 Colombia

### CARTAGENA



### ALADYR Workshop Colombia

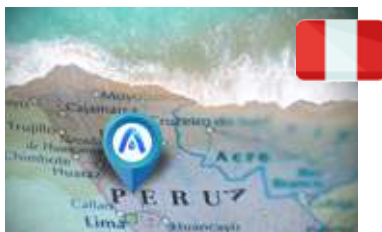
Las Américas Hotel

*More information soon*

40 attendees 

## June 25 and 26 Peru

### LIMA



### ALADYR INTERNATIONAL CONGRESS PERU

Sheraton Centro Histórico de Lima  
9:00 a.m. to 7:00 p.m.

**PRESALE until: 04/30/24**

Members 160 USD  
Non-members 230 USD

**As of: 05/01/24**

Members 180 USD  
Non-members 250 USD

300 attendees 

## August 7 and 8 Brazil

### RIO DE JANEIRO



### ALADYR INTERNATIONAL CONGRESS BRAZIL

*Windsor barra Hotel*  
9:00 a.m. to 7:00 p.m.

300 attendees 

**PRESALE until: 05/31/24**

Members 160 USD

Non-members 230 USD

**As of: 06/01/24**

Members 180 USD

Non-members 250 USD

## October 7 to 11 USA

### FLORIDA



### ALADYR training in reuse and desalination

*Orlando*  
8:00 a.m. to 5:00 p.m.

40 attendees 

**PRESALE until: 06/30/24**

Members 1400 USD

Non-members 1800 USD

**As of: 07/01/24**

Members 1600 USD

Non-members 2000 USD

## November 6 and 7 Chile

### SANTIAGO DE CHILE



### ALADYR INTERNATIONAL CONGRESS CHILE

9:00 a.m. to 7:00 p.m.

400 attendees 

**PRESALE until: 08/31/24**

Members 160 USD

Members 230 USD

**As of: 09/01/24**

Members 180 USD

Non-members 250 USD