



The Colombia - U.S. Virtual Trade Show, is a channel of interaction between entrepreneurs that will continue strengthening trade relations in both countries through the goods and services exhibition with high development potential.

Participating sectors are: Agribusiness, Automotive Parts, Security and Defense, Technology and Communications, Medical Equipment, Tourism and Textile.

DATE: June 3rd, 4th and 5th, 2020

SCHEDULE: 9:00 am to 12:00 mm / 2:00 pm to 4:00 pm Colombia time

REGISTRATION: Make your registration in the following link and select your modality of participation: Exhibitor or Visitor; for both, AmCham Colombia will send a confirmation email with instructions for entry and interactions within the platform.

<https://docs.google.com/forms/d/e/1FAIpQLSdIVfAQA90V6hhVSvdd7Ixcqg3Wc7Wj-YpGysFyaiSH-Z4MGg/viewform>

Deadline for exhibitors: May 8, 2020




Deadline for visitors: May 29, 2020

Exhibitors and Visitors can receive the following benefits:

1. Expand your contacts network with potential partners for the supply and/or demand of goods and services.
2. Brand position in front of a community with more than 2,000 companies from the United States, Colombia and other Latin American countries.
3. Interact with business prospects with whom you can exchange business cards and talk in real time through video and chat.
4. Virtual bag, in which you can add exhibitor and visitor's contact information for follow-ups; this information can be downloaded in Excel format.
5. Anchor institutional social networks and share information in real time about your participation in the trade.
6. Download the platform on Android phones.
7. Participate in **WEBINARS:** Exhibitors and visitors will be able to participate in the briefing and others talks about business opportunities and investment landscape between Colombia and the United States.



1. EXHIBITORS: North American and Colombian companies belonging to the mentioned sectors, whose purpose is the exhibition and sale of goods and/or services, identification of strategic allies or business representatives. They can choose between the following three stand types:

STANDS OPTIONS	SCOPE
	<p>SILVER:</p> <ul style="list-style-type: none"> A logo in the main area Five posters A screen for institutional video Four product photos Five brochures for different business units An assistant to attend stand Conference Access Four individual meetings with prospects
	<p>GOLD:</p> <ul style="list-style-type: none"> Logos on two stand fronts Seven posters Video(s) on three screens Eight product photos Ten brochures for different business units Three attendees are authorized to attend stands Conferences access Six individual meetings with prospects
	<p>PLATINUM</p> <ul style="list-style-type: none"> Logos on four stand fronts Eight posters Video(s) on six screens Twelve product photos Twenty brochures for different business units Five assistants authorized to attend the stand Conference Access Eight individual meetings with prospects



WHAT AN EXHIBITOR SHOULD KEEP IN MIND

1. Once you have registered, you will receive an e-mail from AmCham Colombia with confirmation and instructions on how to enter and interact within the platform.
2. Your stand location will be in the pavilion of the sector to which you belong.
3. The stand you choose will be "branded" with the artwork your company sends in advance in the formats and within the dates requested by AmCham Colombia.
4. Your company will be able to interact with visitors and other exhibitors in real time through video and chat - no time limit. In case you must leave the stand, the platform will allow visitors to leave their contact information for you to contact them later.
5. You will be able to register as many exhibitors as the stand type allows, each one will have a username and password for access.
6. AmCham Colombia will schedule the number of meetings that the stand type indicates. Meetings will be scheduled at the times established for the trade show development. Your company will receive the agenda two (2) days before with the prospect's information and links for one-to-one access.
7. At the end of the trade show, you must fill out the survey that will allow us to know your participation experience and business expectations.

Estimated number of exhibitors: Minimum 20 - Maximum 500

2. VISITORS: American, Colombian and AACCLA network companies interested in purchasing goods and services or representing brands in their home market.

WHAT A VISITOR SHOULD CONSIDER

1. Once you have registered, you will receive an e-mail from AmCham Colombia with confirmation and instructions on how to enter and interact with the platform.
2. Your registration allows you to enter more than once during the three days of the trade show.
3. Your company will be able to interact with exhibitors in real time through video and chat - no time limits.
4. Your company will be able to register as many visitors as you consider, each one will have a username and password for access.
5. At the end of the day, you must fill out the survey that will allow us to know the result of your experience and business expectations.

Estimated number of visitors: Minimum 500 - Maximum 10,000 interacting simultaneously



BENEFITS OF PARTICIPATION:

1. CONCENTRATION COMPANIES = OPPORTUNITIES

It will allow the companies to contact potential buyers or representatives in a short period of time and in one virtual place virtually.

2. MARKET TRENDS = UPDATE

What's going on? What's new? Where's the sector going? Product innovations, new trends, technological or economic advances in the industry, consumer preferences, etc.

3. LINKS WITH POTENTIAL AND/OR POTENTIAL ALLIES = NETWORKING

One of the most important activities of the fairs, the construction and consolidation of networks of contacts with high business potential.

4. PRODUCTS AND SERVICES WINDOW = NEW CUSTOMERS AND MARKETS

With your own virtual stand, you can activate sales and partnerships by presenting your products or services in real time and evaluate customer interest or opinion.

COST OF PARTICIPATION:

Exhibitors:

SILVER	USD \$ 480
GOLD	USD \$ 570
PLATINUM	USD \$ 630

Colombia and Latin America Visitors: USD \$ 50