



6-8 JUNE  
2016  
CCT VENUES PLUS  
BANK ST  
CANARY WHARF  
LONDON

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ELA 2016  
BUYER  
PROGRAMME

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01

HOW DOES  
THE BUYER  
PROGRAMME  
WORK?

02

WHAT IS  
THE BEST  
PROGRAMME  
FOR YOU?

03

ABOUT  
EXPERIENCE  
LATIN  
AMERICA

# ELA 2015

## IN FIGURES

Experience Latin America is the Europe's only Travel Trade Show dedicated to Latin America.



**41**  
SPEAKERS  
**17**  
SEMINARS



**3**  
LUNCHES  
**11**  
COFFEE  
BREAKS



**2** *evening*  
PARTIES

experience  
Latin  
america!  
by LATA



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2015  
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17 JUNE

ELA 2016

NICARAGUA

HOW DOES THE **BUYER**  
**PROGRAMME** WORK?

LEARN  
ABOUT  
LATIN  
AMERICA

## YOUR PARTICIPATION STEP BY STEP

01

### REGISTRATION

- › Visit the ELA website to complete your registration: [experiencelatinamerica.co.uk](http://experiencelatinamerica.co.uk)
- › Within 48 hours your application will be reviewed. A notification will be sent informing you about whether you qualify to attend ELA 2016.
- › If you wish, you can review your profile and edit it to ensure it has all the relevant information that the suppliers will be looking for.

02

### SELECTION OF INTERESTS

- › You will be required to select the seminars you are interested in attending and the companies you would like to meet.
- › 3 Day Buyers will need to request a minimum of 40 appointments.
- › 2 Day Buyers will need to request a minimum of 28 appointments.
- › 1 Day Buyers will need to request a minimum of 14 appointments.

03

### PROVISIONAL DIARY

- › You will be notified once the provisional match making schedule has been released.
- › 3 Day Buyers will receive up to 20 pre-scheduled appointments.
- › 2 Day Buyers will receive up to 14 pre-scheduled appointments.
- › 1 Day Buyers will receive up to 7 pre-scheduled appointments.
- › For further information about the match making process please refer to page 7.



## YOUR PARTICIPATION STEP BY STEP

04

### ELA CONNECT

› ELA Connect, our dedicated intranet, will provide you with the opportunity to manually schedule additional appointments.

› 3 Day Buyers will be able to manually request 20 additional appointments.

› 2 Day Buyers will be able to manually request up to 14 additional appointments.

› 1 Day Buyers will be able to manually request up to 7 additional appointments.

05

### GETTING READY

› With a week to go to Experience Latin America it is time to print your schedule and registration badge.

› Please remember that security in Canary Wharf is very high and having everything ready before the show will ensure an easier check in.

06

### SEE YOU AT ELA 2016

› At last ELA2016 has arrived, it is now time for you to build some long lasting relationships with some of the most exclusive Latin American products.

› Don't forget to bring plenty of business cards and check for directions before you travel, Canary Wharf can be a bit of a Maze for first time visitors.

## HOW DOES THE MATCHMAKING PROCESS WORK?

### HOW DOES THE MATCHMAKING PROCESS WORKS?

The system will produce bespoke schedules for all delegates based on the seminars selected and our matchmaking criteria.

**ELA's matchmaking criteria works as follows:**

- 1. Meetings of Mutual selection** will be scheduled automatically (When buyers and suppliers select each other an appointment will be scheduled).
- 2. Buyers Interest** (if a buyer is interested in meeting a supplier an appointment will be scheduled).

- 3. Same interest selection** (if buyers and suppliers have selected matching interest an appointment will be scheduled).

**Note:** Buyers are obliged to attend all pre-scheduled appointments.

Matchmaking first choice request cannot always be guaranteed as they are dependant on suppliers availability. Free slots are kept so buyers can directly request those appointments to the suppliers.



DISCOVER  
LATIN TRAILS



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# WHAT IS THE **BEST** PROGRAMME FOR YOU?





## BUYER PROGRAMME TYPES

	3 days	2 days	1 day
Days	Mon, Tue & Wed	2 days based on availability	1 day based on availability
Matchmaking appointments request	40	28	14
Matchmaking appointments received	Up to 20	Up to 14	Up to 7
ELA connect appointments	Up to 20	Up to 14	Up to 7
Seminars	Up to 4	Up to 3	Up to 2
Coffee breaks and lunches	✓	✓	✓
Evening events	✓	✓ only if taking place on registered dates	✓ only if taking place on registered dates



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ABOUT EXPERIENCE  
LATIN AMERICA

## ABOUT EXPERIENCE LATIN AMERICA

Now in its third year, Experience Latin America, Europe's exclusive by-invitation only travel event dedicated to Latin America will bring together key suppliers from the region and buyers from the UK and Europe to increase business.

The 3-day event will be taking place in a stunning waterside venue in London between the 6<sup>th</sup> to the 8<sup>th</sup> June 2016.

The buyers programme will provide targeted 20 minute meetings, great networking opportunities, inspiring seminars and time to set up your own appointments with your preferred exhibitors.

### All buyer programmes include:

- A bespoke diary of appointments.
- Opportunity to attend the "Uncover and Discover" seminars.
- Access to official evening networking event if available on the date registered.
- Access to official daily lunches and coffee breaks.

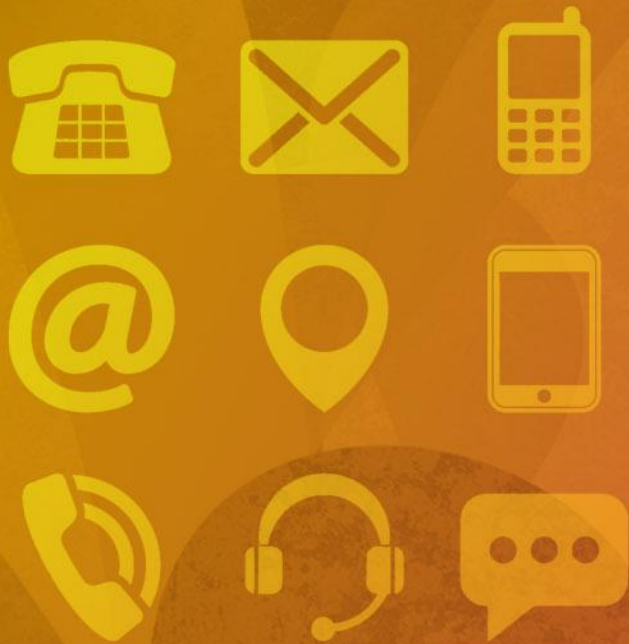
Europe's only  
Travel Event  
dedicated to  
Latin America.

## NOTES

- › A maximum of 2 delegates from the same company will be allowed to share 1 meeting schedule. Please inform us of the details for the second delegate during the registration process.
- › Individual delegates can opt for different seminar sessions, when 2 delegates share 1 meeting schedule.
- › LATA reserves the right to limit the number of Buyer Delegate invitations offered to the same company.
- › Once registered, if a buyer is no longer available to attend the event, they will be required to find a suitable replacement. No shows may result in registration rejection for future events.

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PLEASE CONTACT **MARTA ALBEROLA**  
FOR ANY FURTHER INFORMATION.

[info@experiencelatinamerica.co.uk](mailto:info@experiencelatinamerica.co.uk)

t: +44 (0)207 644 6105

[www.experiencelatinamerica.co.uk](http://www.experiencelatinamerica.co.uk)

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