

**ALL AUDIOVISUAL  
CONTENT AND  
TECHNOLOGIES  
IN ONE PLACE!**

**NOV. 6 – 9, 2022**

Metropolitan Santiago  
Convention & Event Center,  
Chile



**AUDIOVISUAL  
CONTENT &  
TECHNOLOGY  
EXPO**

[www.expoaacte.cl](http://www.expoaacte.cl)

ORGANIZERS





## **A UNIQUE EVENT IN CHILE FOR THE WORLD!**

- ▶ + 4,000 sqm of Exhibition
- ▶ 100 exhibitors and sponsors
- ▶ + 25 countries participating
- ▶ + 50 conferences and audiovisual activations
- ▶ + 6,000 industry professionals



**AUDIOVISUAL  
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## ABOUT US

**ACTE will be the meeting place of the Chilean audiovisual industry in one place with national and international actors for the promotion, marketing, relationship and strengthening of the audiovisual industry in Chile, throughout its chain.**

- Continue promoting the image of the country and Chile as a filming destination in the audiovisual market.
- Show the achievements and the local audiovisual production capacity.
- Contribute to the attraction of new sources of financing and actors, national and internationally.
- Introduce new technologies, educational aspects and content not available in the Chilean market.
- Exchange experiences and knowledge at a time of high creativity and production of the local industry.
- Bring experience and global networking from GL events audiovisual to Chile.

OBJECTIVES



COMMITTED TO THE  
DEVELOPMENT OF  
THE SECTOR



# ORGANIZERS & COLLABORATORS

AUTO 50 100 200 400 800 1600 3200



FISA S.A., is the founder of the exhibition sector in Chile, with more than 60 years of experience, which today has a portfolio of +15 exhibitions and congresses of the main productive sectors of the country. It brings yearly more than 5,000 brands, + 2,000 exhibitors and 200,000 visitors.

[www.fisa.cl](http://www.fisa.cl)



GL events was born in France in 1978, and today it is a global player located in more than 20 countries, which has a portfolio of +300 exhibitions, manages more than 40 venues totaling more than 1 million m2, organizes more than 4,000 events - several in the audiovisual sector, receiving more than 11 million visitors and exhibitors per year.

[www.gl-events.com](http://www.gl-events.com)



A non-profit foundation with legal status, whose main objective is to promote the Chilean audiovisual industry as a strategic cluster, with a high level of qualitative and quantitative training.

Contribute to raising the level of professionals in the Chilean audiovisual industry to international standards. Generate attractive and powerful opportunities for top professionals to contribute to the development of the Chilean Audiovisual Industry.

[www.masindustria.org](http://www.masindustria.org)

ORGANIZERS



## PATRONAGE



## PARTNERS



## MEDIA PARTNERS





# A LOOK AT THE LOCAL ECOSYSTEM





# A LOOK AT THE LOCAL ECOSYSTEM



**Represents for the country** and 5% of the labor force.



**Strong work of promotion and investment attraction** with an emphasis on Europe, North America, Asia and Latin America as priority markets.



## Active ecosystem

including films and TV producers and production services companies, animation and videogames developers, advertising agencies, universities, and schools, among other.

## Exports

Increased from US\$ 9,5 to 60 Million between 2007 and 2019, with 70 exporting companies.

Notes:

- "Audiovisual" includes:
  - Cinematographic movie filming services for promotion or advertising (commercial)
  - Post-production services for motion pictures and videotapes.
  - "Production of television program originals", "online video supply for companies located abroad" and "sound post-production".
- The main exported service was "Filming of films, for projection in cinema and television, using animation techniques" with export for US \$ 2.1.

### CHILEAN EXPORTS OF CREATIVE SECTOR

	Million US\$				
	2007	2016	2017	2018	2019
Audiovisual	7,9	14,6	33,2	48,7	43,7
Advertising	-	4,0	8,1	6,8	6,4
Animation	1,6	0,8	2,2	0,8	7,9
Videogames	-	-	0,1	0,9	1,0
Total	9,5	19,4	43,6	57,2	59,0

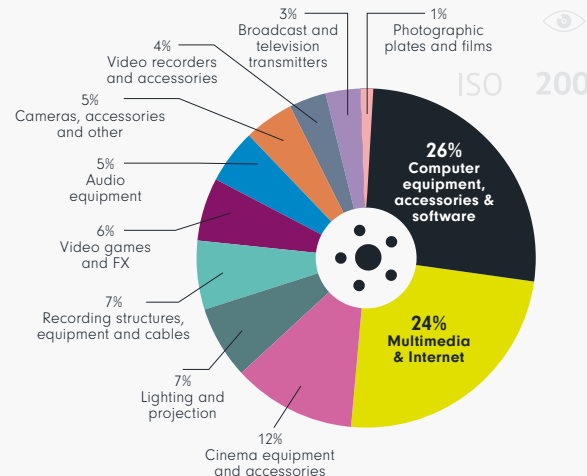
### NUMBER OF CHILEAN EXPORTING COMPANIES

	2016	2017	2018	2019
Audiovisual	29	34	36	39
Advertising	14	20	19	20
Animation	4	11	7	11
Total	47	65	62	70

## Imports

TECHNOLOGIES AND INPUTS - PERIOD 2018 - 2019

US \$ 2,963 million from 83 tariffs codes and 57 countries.



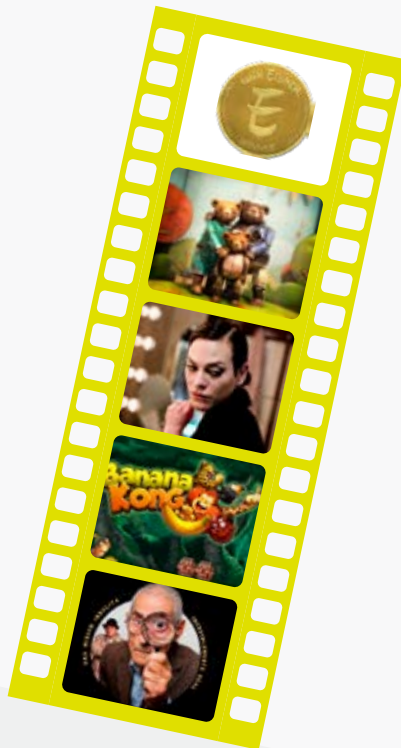
# A LOOK AT THE LOCAL ECOSYSTEM



## > INTERNATIONAL AWARDS AND MILESTONES SINCE 2009 (84 only in 2018)

Some examples:

- Gabriel Rodríguez, Eisner Award Winner (Oscar from the Comics, 2015)
- "Historia de un Oso", Best Animated Short Movie, Academy Awards (2016)
- "A Wonderful Woman", Best Foreign Film - Oscar (2018)
- Banana Kong, developed by Gamaga in 2013, exceeded 100 million downloads (2018)
- "The Mole Agent" nominated at Academy Awards for Best Documentary Feature (2021)



## > STRATEGIC PARTNER

Rio de Janeiro, Brazil

[www.gleventsbrasil.com.br/pt-br](http://www.gleventsbrasil.com.br/pt-br)

ISO 200



# WHY EXHIBIT?

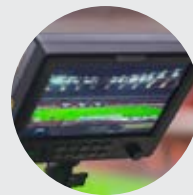
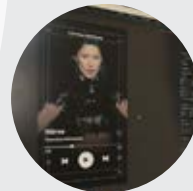
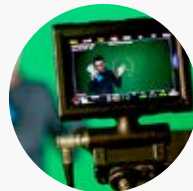
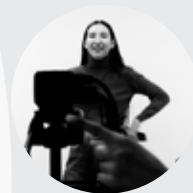
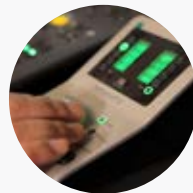


AUDIOVISUAL  
CONTENT &  
TECHNOLOGY  
EXPO



**ACTE will bring together  
the Chilean audiovisual  
industry with international  
professionals in one place.**

It will be the meeting point for decision makers  
looking for technologies, supplies and services,  
as well as institutions and organizations linked to  
financing, purchasing and distribution of  
contents come together to collaborate, learn  
and do business



# EXHIBITOR PROFILE



## TECHNOLOGY AND INNOVATION

- Computer equipment, accessories and software
- Multimedia & Internet
- Equipment and accessories for cinemas
- Lighting and projection
- Structures, equipment and cables for recording
- Video games and FX (special effects)
- Audio equipment
- Cameras, Accessories and Others
- Video Recorders and Accessories
- Broadcasting and television transmitters
- Photographic plates and films
- Audiovisual services, etc.



## CONTENTS, FINANCING, EDUCATION

- Institutional agencies and countries offering filming shoots
- Investing and banking
- Audiovisual production, video games, animation, advertising, etc.
- TV channels and digital platforms
- Training schools
- Festivals, audiovisual events and related institutions
- Press, etc.

# VISITOR PROFILE

**ACTE will develop a promotion plan, at national and international level, that will attract decision makers from:**

- Governmental institutions and agencies working in the audiovisual industry
- Film and TV production companies and production and postproduction services providers
- Content creation
- Film and recording studios
- Video games and animation developers
- Television, Radio & Broadcast
- Cable TV Networks and Stations
- Satellite Services Companies and streaming platforms
- Creative and advertising agencies
- Media
- Universities and Educational Institutions
- Investment fund and banking
- Developers, distributors and emission companies of films, TV series, documentaries, animation, video games, etc.

# EXHIBITION FORMAT

1

## EXHIBITION

- Providers of technology, supplies and services
- Institutional stand and country offer for filming
- Audiovisual production, video games, animation, advertising, etc.
- TV channels and digital platforms
- Training schools
- Festivals and audiovisual events

2

## CONFERENCES

- Analysis and presentation of public policies
- Market trends and use of new technologies
- Presentation of financing and investment possibilities for projects
- Education and motivation for industry professionals
- Current market for audiovisual production and the state of art

3

## PROFESSIONAL MEETINGS

- Technology providers with clients (production companies, cinemas, television channels, etc.)
- Production companies, content developers offering their projects to potential investors
- Filming destinations offering their locations to production companies

4

## VISIT PROGRAM

We will work with the institutions that support the project and exhibitors to generate a visit schedule based on the needs of national and international visitors.

5

## ASSOCIATED ACTIVITIES (to be defined)

- Award of the audiovisual industry
- Film festivals
- Other audiovisual activations for the general public



MARKETPLACE



NETWORKING



WEBINARS

## THE TECHNOLOGICAL PLATFORM THAT WILL COMPLEMENT YOUR PARTICIPATION

**ACTE Connect is a platform designed for registration from the web, mobile phones and tablets, developed by Fisa of GL events Group.**

All registered person (exhibitors and visitors) will be able to create a profile and follow the presentations, activations, demonstrations, among other activities live through the ACTE Connect platform, or later on demand, since it will be online for 6 months (from 2 months prior to the event up to 4 months later).



### > With ACTE Connect, exhibitors will be able to:

- Create an exhibitor profile with information about its company and present your offer of technologies, products and services
- Upload its products in a marketplace, which has a quick and advanced search filter for easy navigation.
- Contact and connect with visitors to the event, and have professional meetings
- Make presentations in case of virtual participation or attend to the talks in some of the 2 scenarios available
- Generate a record of contacts made and obtain a reported of people visiting its exhibitor profile
- Obtain online support for the use of the platform





# PARTICIPATION OPTIONS

1. Booth at the Exhibition
2. Speakers Opportunities
3. Sponsorships & Activations



# PARTICIPATION OPTIONS

## 1 Booth at the Exhibition

### Notes:

1. Booth equipped with round table, 2 chairs, trashcan and company name, and 2 badges for exhibitor staff.
2. Ticket allows to visit the exhibition and demonstration area, as well as attend the conferences on the main stage and conference room.
3. Includes presentation abstract and speaker info (photo, contact and brief CV)
4. It includes having an exhibitor profile, the possibility of adding products to the marketplace, meeting scheduling, which will be online 4 months (from 2 months prior to ACTE).
5. For example, welcome as an Exhibitor company in ACTE on LinkedIn, YouTube, Instagram, etc.

N° BOOTHS AVAILABLE	4	5	21	10	3	5	1	3	2	2
Participation at ACTE:										
Booth option (1)	6 sqm	8 sqm	9 sqm	12 sqm	15 sqm	18 sqm	21 sqm	36 sqm	42 sqm	45,5 sqm
N° Tickets (2)	5	5	10	10	15	15	25	25	40	40
N° Invitation for VIP Lounge					2	3	3	3	4	4
Speaking slot at Main Stage								1	1	1
Mentioned at Opening ceremony								OK	OK	OK
Mentioned at Conference program: website and ACTE Connect (3)								OK	OK	OK
ACTE Connect (4):	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
Brand presence:										
Logo							Home web	Home web	Home web	Home web
Exhibitor list: website, catalogue* and ACTE venue	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
Logo Registration Zone at ACTE									OK	OK
Logo and Text in ACTE Newsletter	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
Mentioned in Social Media (5)	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
Interview in ACTE Newsletter, prior to ACTE							OK	OK	OK	OK
<b>PRICE + TAX</b>	<b>USD 1.600</b>	<b>USD 2.135</b>	<b>USD 2.400</b>	<b>USD 3.200</b>	<b>USD 4.000</b>	<b>USD 4.800</b>	<b>USD 5.600</b>	<b>USD 9.610</b>	<b>USD 11.210</b>	<b>USD 12.140</b>

# PARTICIPATION OPTIONS

Contact us: [sales@expoacte.cl](mailto:sales@expoacte.cl)

## > Options for basic booth (Reference images for a 9 sqm booth)



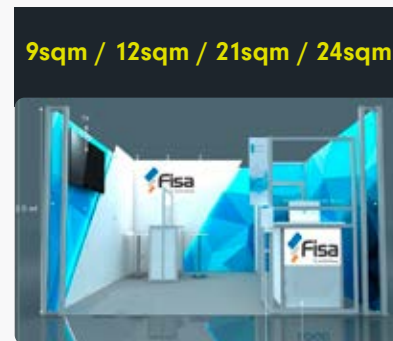
### EQUIPMENT FOR MODULATED BOOTHS:

- Panels
- Fascia with exhibitor name
- QR code with exhibitor information
- Carpet
- 1 high round table
- 2 stools
- 1 Trashcan
- Spotlights
- Plug

## > Options for Turn-key booth

### 100% solved solution:

- Personalization with graphics and logos
- Attention counter, meeting tables
- Storage space
- Led screen



See available options.

# PARTICIPATION OPTIONS

2

## Speakers Opportunities

USD 2,625 + TAX

### Benefits of participation in ACTE:

- Visitors tickets
- Invitations to VIP Lounge
- One speaking slot, either in main stage or conference room
- Mentioned in conference program (website and ACTE Coonect) (3)
- Exhibitor profile at ACTE Connect

### Brand presence:

- Logo and Text in ACTE Newsletter
- Interview in ACTE Newsletter, previous to ACTE
- Mentioned in social media

### Notes:

1. It allows to participate with a presentation (20 min), either on the main stage or at the conference room, in some of the panels that will be organized (1 hour of approximate duration). The topic must be coordinated with the ACTE organization. The speaker may do the presentation in person or through the ACTE Connect platform. Maximum 2 slots per company.
2. Ticket allows to visit the exhibition and demonstration area, as well as attend the conferences on the main stage and conference room.
3. Includes presentation abstract and speaker info (photo, contact and brief CV)
4. It includes having an exhibitor profile, the possibility of adding products to the marketplace, meeting scheduling, which will be online 6 months (from 2 months prior to ACTE).
5. For example, welcoming as speaker company in ACTE on LinkedIn, YouTube, Instagram, etc.

# PARTICIPATION OPTIONS

Contact us: [sales@expoacte.cl](mailto:sales@expoacte.cl)

## 3 Sponsorships & Activations

	Sponsorship PRESENTS	Sponsorship INVITES	MAIN ACTIVATION	SPONSOR VIP LOUNGE	MAIN STAGE
	EXCLUSIVE	Shared 4 places	EXCLUSIVE	Shared 2 places	Shared 3 places
Booth options (2)	36 sqm	18 sqm	21 sqm	18 sqm	18 sqm
N° Tickets or courtesy codes (3)	60	30	50	40	40
N° Invitations to VIP Lounge	10	4	4	10	4
N° Speaking slots, either in main stage or conference room	2	2	2	1	2
Mentioned at Opening Ceremony	Ok	Ok	Ok	Ok	Ok
Mentioned in Conference program (website and ACTE Connect) (4)	Ok	Ok	Ok	Ok	Ok
Activation during the event (format and time to be coordinated with ACTE Team)			Ok	1 - 2 hours	Ok
<b>BUDGET + TAX</b>	<b>USD 17.500</b>	<b>USD 10.000</b>	<b>USD 15.000</b>	<b>USD 12.500</b>	<b>USD 12.500</b>

### Notes:

1. Space of 98 sqm to be implemented by the Sponsoring company. ACTE also offers an implementation service for an extra cost.
2. Booth equipped with round table, 2 chairs, trash can and company name, and 2 badges for exhibitor staff.
3. Ticket allows to visit the exhibition and demonstration area, as well as attend the conferences on the main stage and conference room.
4. Includes presentation abstract and speaker info (photo, contact and brief CV)
5. It includes having an exhibitor profile, the possibility of adding products to the marketplace, meeting scheduling, which will be online 6 months (from 2 months prior to ACTE).
6. For example, welcoming as Sponsoring company in ACTE on LinkedIn, YouTube, Instagram, etc.


**All options include a profile on the ACTE Connect platform.**

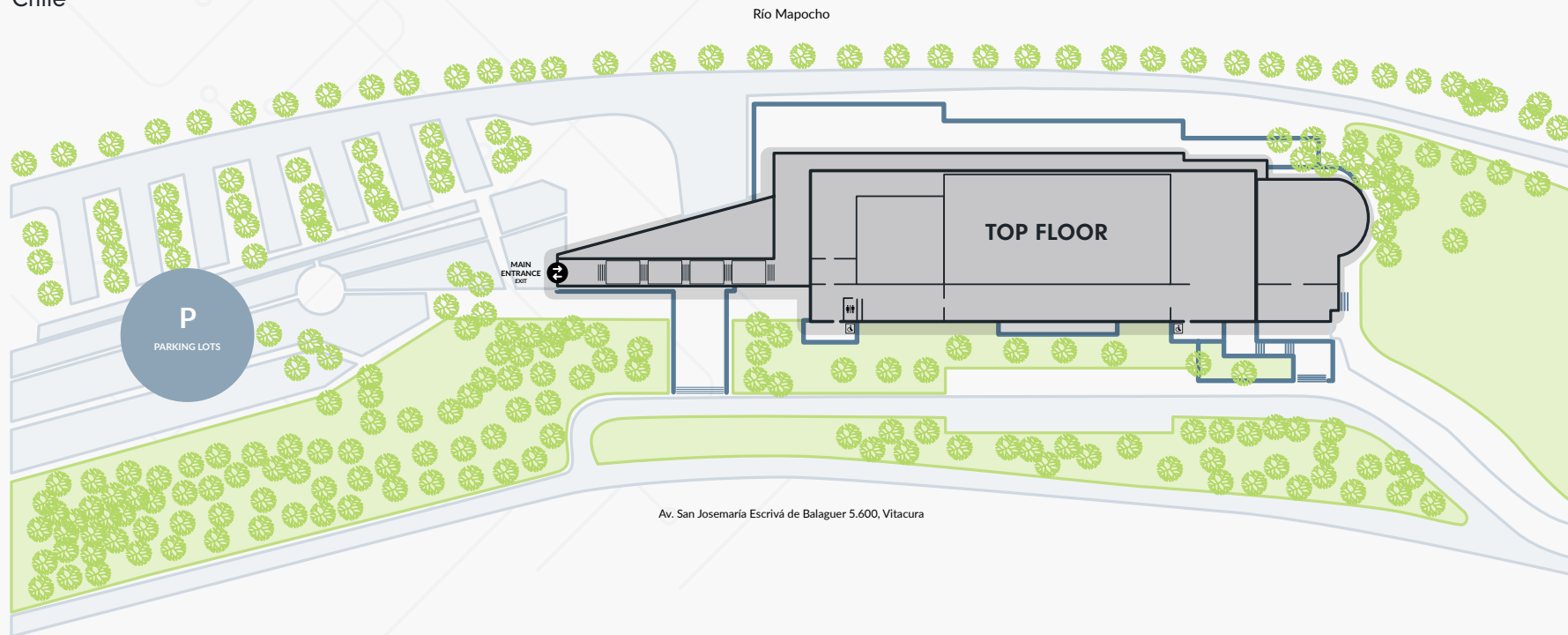
# EXHIBITION SITE

**NOV. 6 – 9, 2022**

Metropolitan Santiago  
Convention & Event Center,  
Chile

Metropolitan   
SANTIAGO CONVENTION & EVENT CENTER

 Av. San Josemaría Escrivá de  
Balaguer 5.600, Vitacura, Santiago.  
[www.metropolitansantiago.cl](http://www.metropolitansantiago.cl)





Photographs courtesy of:

**FÁBULA**

Una Mujer Fantástica

Ema

Crystal Fairy


**INVERCINE**

Dignidad

Un caballo llamado elefante

Mary & Mike





*¡Hablemos!*

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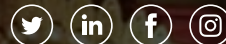


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