



LATAM  
**IFMA**<sup>TM</sup>  
International Facility Management Association

# IFMA LATAM Sponsorship Prospectus





**The International Facility Management Association (IFMA)**, established in 1980, is the world's largest and most widely recognized professional association for facility management professionals. With a global membership exceeding 25,000, IFMA provides industry leaders with access to an unparalleled network of peers, resources, and professional development opportunities. IFMA recognizes Latin America as a region with significant potential for growth in the facility management (FM) industry is dedicating strategic efforts to expand its presence and influence across Latin America.

In June, IFMA will host the inaugural **IFMA Global LATAM Conference** in Mexico City. This landmark event is a pivotal step toward establishing a strong and sustainable FM community in the region, and it provides unique opportunities for companies to position themselves as leaders in shaping the future of the FM industry in Latin America. By becoming a founding sponsor of IFMA's LATAM program, your company can unlock numerous benefits while making a lasting impact on the region's FM industry.

# Why Sponsor IFMA's LATAM Program?

## 1 **Be a Leader in a Growing Market:**

By sponsoring IFMA activities, your company positions itself as a key partner in fostering industry development and modernization in the region.

## 2 **Gain Exclusive Access to Key Stakeholders:**

Sponsorship provides direct access to a growing network of FM professionals, corporate leaders, and decision-makers in Latin America.

## 3 **Enhance Brand Visibility:**

As a founding sponsor, your company will be featured on IFMA's marketing channels. This visibility aligns your brand with innovation, leadership, and growth in the facility management sector.

## 4 **Contribute to Industry Development:**

Supporting IFMA's efforts in Latin America demonstrates your commitment to advancing professional standards, education, and sustainability within the FM industry.

## 5 **Build Long-Term Relationships:**

By participating in the early stages of IFMA's LATAM expansion, your company will establish itself as a trusted partner in the regional FM community.

## 6 **Access Cutting-Edge Insights:**

Sponsoring IFMA's LATAM program ensures that your company stays at the forefront of FM trends, challenges, and innovations in the region.

## **Become a Founding Sponsor**

As a founding sponsor of IFMA's LATAM program, your company has the unique opportunity to play a pivotal role in shaping the future of facility management in Latin America. Together, we can build a stronger, more connected FM community in Latin America and create a foundation for long-term industry success.

## **IFMA by the Numbers**

**25K+**

Global Members

**2K+**

Database of Facility Professionals in 20 LATAM Countries

**8K+**

YouTube Subscribers

**2K+**

IFMA LATAM LinkedIn Followers

**86K+**

Global LinkedIn Followers



# IFMA LATAM Founding Sponsor Opportunities

All amounts listed are in USD.



**IFMA Global LATAM | June 12, 2025**  
Mexico City, Mexico  
Expected attendance: 125



## Title Sponsor \$10,000, Exclusive

- 3-minute welcome remarks during opening session
- Opportunity to have C-suite level executive participate in C-suite panel session
- 1 tabletop booth
- 3 complimentary event registrations
- Title sponsor recognition logo displayed on the following:
  - Event website, includes link to sponsor website
  - Event-specific social media postings
  - Pre- and post-event attendee emails
  - Onsite event signage, as applicable
- Logo recognition as 2025 IFMA event sponsor on monthly IFMA event e-newsletters



## Cocktail Reception Sponsor \$4,000, Exclusive

- 3-minute welcome remarks during cocktail reception
- 1 tabletop booth
- 2 complimentary event registrations
- Cocktail sponsor recognition logo displayed on the following:
  - Event website, includes link to sponsor website
  - Event-specific social media postings
  - Pre- and post-event attendee emails
  - Onsite event signage, as applicable
- Logo recognition as 2025 IFMA event sponsor on monthly IFMA event e-newsletters

## Tabletop \$2,000, 4 available

- 1 tabletop booth
- 2 complimentary event registrations
- Tabletop sponsor recognition logo displayed on the following:
  - Event website, includes link to sponsor website
  - Event-specific social media postings
  - Onsite event signage, as applicable



IFMA<sup>®</sup> LATAM  
**SYNC**

## LATAM SYNC Virtual Event Series

Average registrants: 165  
Average live attendees: 74  
Average post-live YouTube views: 105

### Scheduled Virtual Event

\$500 each or three for \$1200

- April
- July
- October



### Sponsor Benefits

- Verbal recognition/thank you from webinar host
- Sponsor logo displayed on the following:
  - Registration page
  - Event-specific social media postings
  - Pre- and post-webinar emails to webinar registrants