



2023

## Membership Pack



**IP**UserGroup  
Latinoamérica

Foro Internacional de Tecnología en Seguridad

**Una Comunidad**  
enfocada en el  
Conocimiento y  
Tecnología IP

# IP UserGroup Latin America

## Your connection with some very important people – YOUR CUSTOMERS!

IP UserGroup Latin America offers a fantastic communication platform for manufacturers, integrators, distributors, technicians and engineers, consultants, end users and IT professionals within the physical and cyber security technology space... Connect with a community of 30,000+ industry professionals.

Our role is to Develop Opportunities for your business, presenting the latest Network Based Physical and Cyber Security, Safety and Infrastructure Technology and its benefits, to a focused international audience hungry for knowledge and new ideas.

With a pedigree that spans 20 years internationally and more than 10 years operating and based in Latin America, the IP UserGroup is the foremost forum dedicated to the growth and development of the security technology sector across the globe.

**Become an active part of the most progressive security technology community in the region!**

Translation services available.



## IP UserGroup Corporate Membership benefits in brief:

### ipusergrouplatino.net website

- Publication on IPUserGroupLatino.net, which registers more than 8,000 unique visits each month, of News articles, case studies and product information from your organisation with logos, images, video clips and banners (optional) with direct link to your website.
- Promotion of your featured news, products and services on the home page of the IP UserGroup website and via social media.
- Brief profile with company logo on the home page with direct link to your organisation's profile and News pages.
- Inclusion in the Corporate Member directory including company profile, latest products, news, contact details and much more.
- Publication of case studies, product specifications and technical white papers.
- Publication of job vacancies and opportunities.
- Advertising of webinars, workshops, road-shows and certifications.
- Additional eMarketing options: banner advertising, eblast, webinar, social media etc. (additional costs).



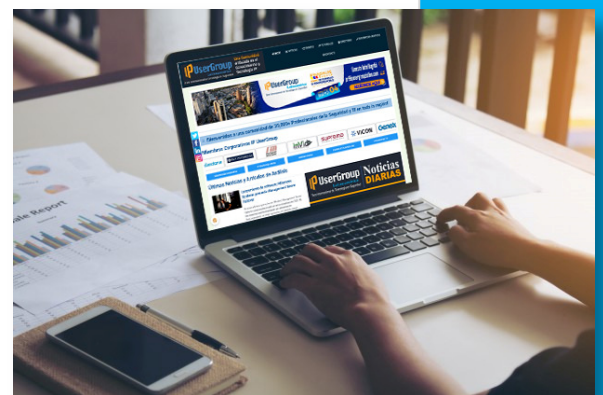
## IP UserGroup DAILY News

### The best information and news portal for all things IP in Security.

The website provides visitors with a vast library of educational material, from Case Studies and Technical Papers to New Product Information and the latest News.

Share your success stories and identify your expertise and knowledge in the categorised News, Case Study and Technical Papers sections.

Promote your products and services on the homepages as well as on your own companies Directory pages.





## IP UserGroup LINKS

### Connecting with the community

IP UserGroup Social Media Social Media & eMail Marketing has become an exciting new aspect of many marketing strategies around the world.

When it comes to reach, influence, and versatility, eMarketing is an increasingly important vehicle for businesses to leverage as a means of achieving competitive advantage. Whether it's LinkedIn for its recruiting and B-to-B capabilities, Twitter for its real-time exchanges, Facebook for general exposure, Pinterest for its power to inspire, or email for raising awareness, each channel has different strengths and possibilities for companies seeking to forge stronger bonds with their clients.



The IP UserGroup, with its remit to educate and inform, employs many of these communications channels to share News, Success Stories, Product Launches and other topical material, reaching out to an extended audience across the globe.

#### eMail & Social Media Channels

- Bi-weekly eNewsletters and regular social media posts to our community's network 30K+ (Facebook, Tweeter, LinkedIn and Instagram).
- Bespoke ad-hoc email blast (eblast) directed to the region or countries of your interest.
- Regular publication of IP-in-Action LIVE Exhibitors, Conference topics and Speakers

## IP UserGroup TV - Security Technology Online Academy

IP UserGroup TV, the only educational channel and academy dedicated to cyber and physical security technology and its application in many environments.

IP UserGroup TV will continue to build a library of training videos and infomercials, white papers and webinars provided by our corporate members.

Visitors take advantage of the unique opportunity to learn more from the world's market leading manufacturers and service providers. The Academy has been divided into specific topics to help viewers work your way through the content in a structured way and divided into a small program to help learning at their own pace.



## IP-in-Action LIVE International EXPO and Conference Event

IP-in-Action LIVE is a series of focused educational and promotional events presenting Networked Security, Safety and Infrastructure Technology to a focused audience. With the aim to increase understanding and acceptance of Networked Technology across a wide range of applications.

- Full Programme of Educational Presentations from Industry Experts in the Seminar Theatre
- Excellent selection of the very latest IP security products on display in the Exhibition Area including
- Demonstrations and Workshops
- Round Table Panel Discussions
- Get-together with like-minded Professionals and enjoy the great opportunity to Network
- Free Entry - Refreshments and a Buffet Lunch



### Exhibitors and Sponsors Receive:

- Publication of your logo on the IP UserGroup advertising material (banners, roll ups, notebooks, "IP-in-Action LIVE" event certificates).
- Priority for exhibiting at the "IP-in-Action LIVE" events
- Exclusive Corporate Member Exhibitor Discount Packages
- Priority and opportunity to present lectures at the "IP-in-Action LIVE" events.
- Opportunity for sponsorship at the "IP-in-Action LIVE" events.

## IP UserGroup hosted IP-in-Action LIVE Events 2022/3

- **IP-in-Action LIVE Ciudad de Guatemala** - Noviembre 2022
- **IP-in-Action LIVE Panama** - Marzo 2023
- **IP-in-Action LIVE Quito** - Abril 2023
- **IP-in-Action LIVE Medellin** - Junio 2023
- **IP-in-Action LIVE San Salvador** - Septiembre 2023
- **IP-in-Action LIVE Santiago** - Noviembre 2023

IP UserGroup International Event Partnership - Promotion of the participation of your company at the main security fairs in the region - example:

- **ISC West**, Marzo 28 - 31 2023, Venetian Expo, Las Vegas
- **Expo Seguridad México**, Abril 18 - 20 2023, Centro Citibanamex, CDMX
- **Exposec**, Junio 13 - 15 2023, Sao Paulo Expo
- **Feria Internacional de Seguridad ESS+**, Agosto 24 -26, Corferias, Bogotá

## Third Party International Media Partner Savings

- 20% discount for publishing in the **Negocios de Seguridad Magazine** (Argentina)
- 20% discount from **innovación Seguridad Electrónica Magazine** (Argentina).
- 10-15% discount for publishing in the **IT ahora Magazine** (Ecuador).
- 10-15% discount for publishing in the **MÁS Seguridad Magazine** (Mexico).
- 10% discount for publishing in the **Xtrem Secure Magazine** (Mexico).
- 15% discount on hiring the services of **Pampa Marketing**.
- Publication of the courses of **IntegrA's** partners (an eblast is included).

# IP UserGroup International LATAM Media Pack

## Stats at a Glance

- IP UserGroup Latin America membership represents (circa) 30,000 individuals and companies
- 66% of members have an imminent need for security technology products or services.
- Over half are director level and 80% have a role in the purchasing process.
- 40+ countries receive material regularly.
- Over 90% have a specific interest in IP Based Surveillance, Access Control or Image Recording, Perimeter Security and Systems Infrastructure.

## Who are IP UserGroup Members?

- |                              |     |
|------------------------------|-----|
| • End-Users                  | 34% |
| • Security Practitioners     | 31% |
| • Manufacturers/Distribution | 22% |
| • IT Professionals           | 13% |

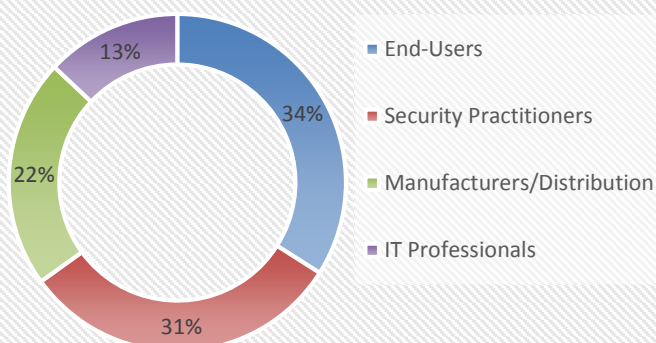
## Quality of the membership

- |                      |     |
|----------------------|-----|
| • Chairman           | 3%  |
| • Managing Directors | 14% |
| • Director Status    | 32% |
| • Manager Status     | 37% |
| • Others             | 14% |

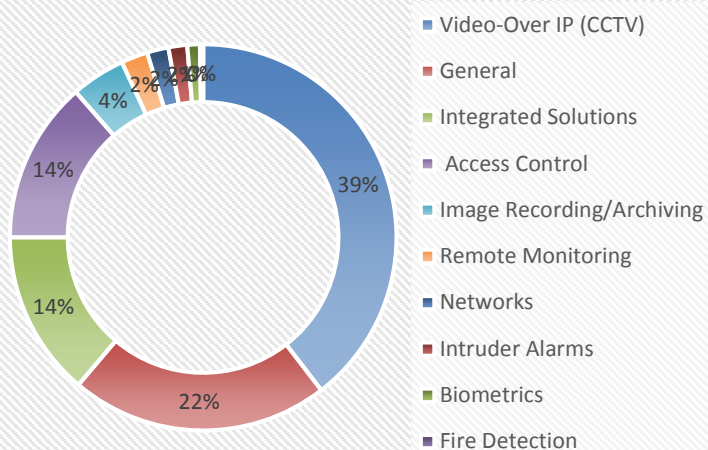
## Primary Interest

- |                             |       |
|-----------------------------|-------|
| • Video-Over IP (CCTV)      | 39.4% |
| • General                   | 21.6% |
| • Integrated Solutions      | 13.8% |
| • Access Control            | 13.5% |
| • Image Recording/Archiving | 4.52% |
| • Remote Monitoring         | 2.23% |
| • Networks                  | 1.79% |
| • Intruder Alarms           | 1.57% |
| • Biometrics                | 1.03% |
| • Fire Detection            | 0.27% |

### Our Community



### Areas of Interest



## Geographical Location

- Central and South America 71%
- Rest of the world 29%

### Countries include:

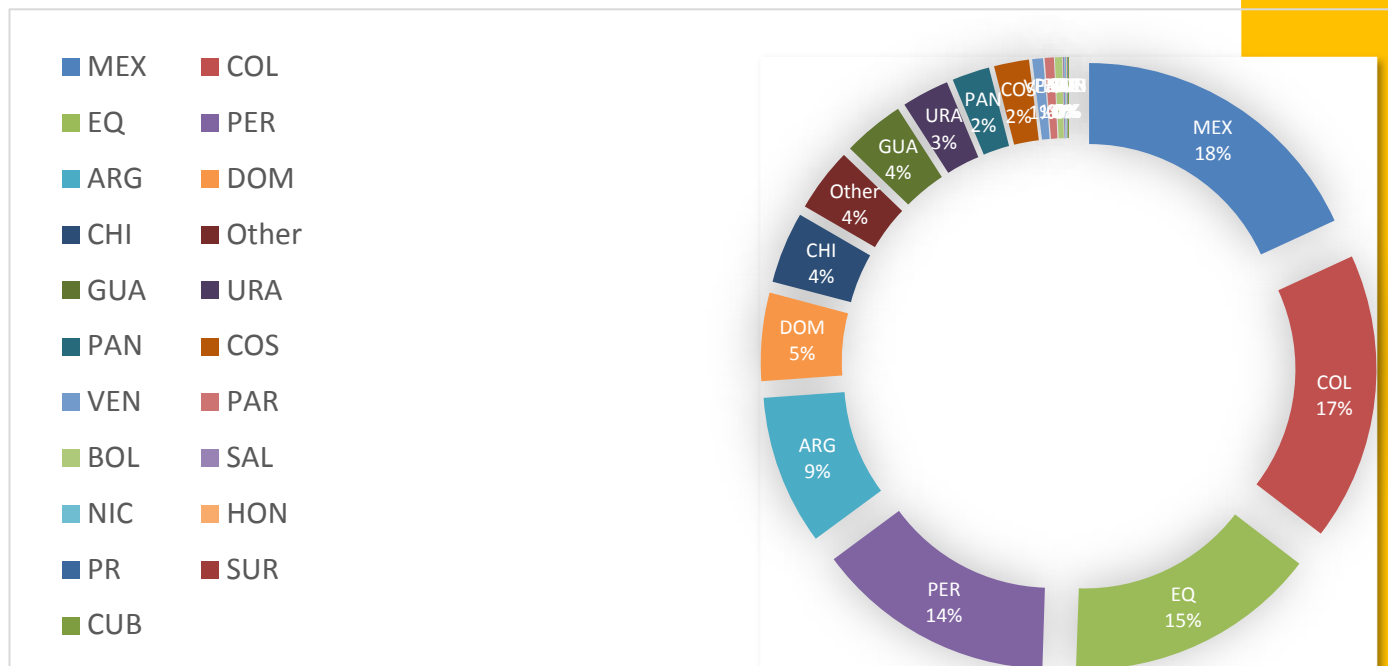
**Primary Interest:** Argentina, Australia, Brazil, Bolivia, Canada, Chile, China, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, France, Germany, Guatemala, Haiti, Honduras, Italy, Japan, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, Puerto Rico, South Korea, Spain, Sweden, United Kingdom, United States, Uruguay, Venezuela

**Secondary Interest:** Algeria, Australia, Austria, Belgium, Canada, Channel Islands, Croatia, Cyprus, Czech Republic, D. R. Congo, Denmark, England, Finland, France, Germany, Hong Kong, Hungary, Iceland, India, Ireland, Israel, Italy, Japan, Luxembourg, Malta, Nigeria, Northern Ireland, Norway, Portugal, Scotland, Singapore, Slovenia, South Africa, Spain, Sweden, Taiwan, The Netherlands, UAE, USA, Wales

Please Note – This list is always changing as individuals register every day from throughout the world



## Community Breakdown



## Nature of business

• Installer of Security Products	35%
• Installer of Network/Computer Products	2.9%
• Installer of Network/Computer Systems	3.1%
• Installer of Structured Cabling	2%
• Distributor of Network/Computer Products	1.9%
• Manufacturer of Security Products	5.4%
• Manufacturer Network/Computer Products	5.8%
• Remote video response centre	1.2%
• Security Consultancy	2.4%
• Supplier/Distributor of Security Products	4.7%
• Building Construction	0.9%
• Electrical Contracting/Engineering	1.5%
• Government	1.44%
• Hotels/Catering/Leisure	13%
• Insurance	0.3%
• Manufacturing/Industry	6.3%
• Police Force	2.8%
• Retail	1.3%
• Utility Services	0.9%
• Warehouse/Distribution/Transport	1.9%
• Other (No Input at registration)	16%



## Number of employees

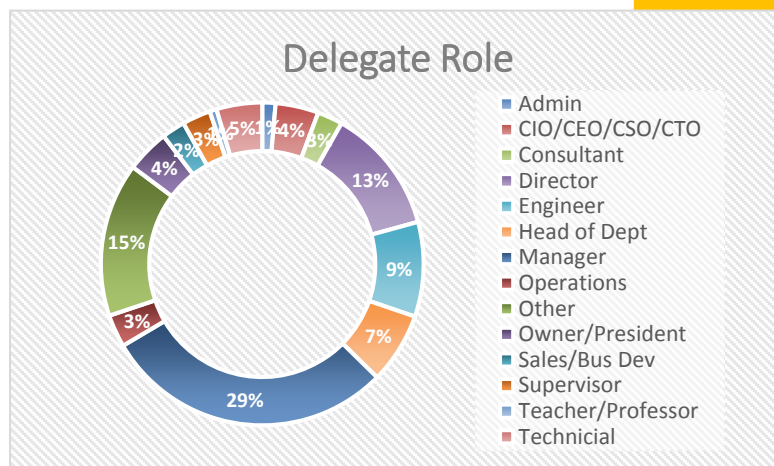
• 1000+	13%
• 500-999	8%
• 100-499	7%
• 50-99	16%
• 1-49	37%
• Other (No Input at registration)	17%

## IP UserGroup Latin America hosted IP-in-Action LIVE events

• Total Events Hosted	56+
• Number of delegates	>6100
• Number of Conference Seminars	>530
• Number of Exhibitors	>360
• Cities visited:	Asunción, Barranquilla, Bogotá, Buenos Aires, Cali, Ciudad de México, Guadalajara, Guatemala, Guayaquil, Lima, Medellín, México D.F, Monterrey, Montevideo, Panamá, Puebla, Querétaro, Quito, San José, Santa Cruz, Santiago, Sto Domingo.

## Delegate Roles

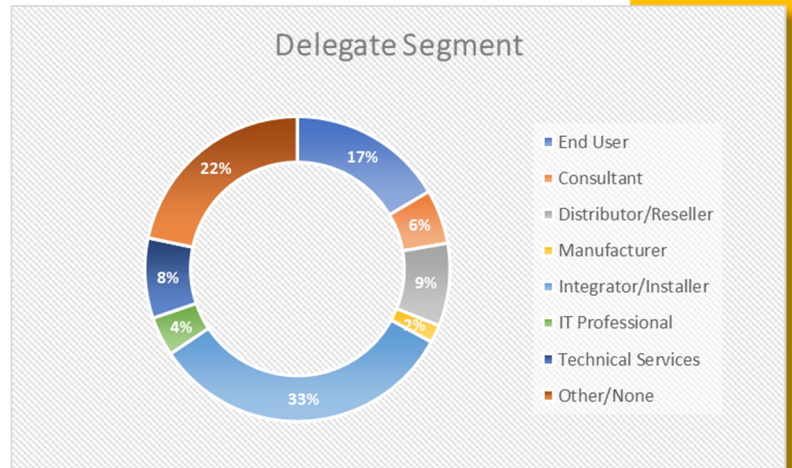
• Admin	1%
• CIO/CEO/CSO/CTO	4%
• Consultant	3%
• Director	13%
• Engineer	9%
• Head of Dept	7%
• Manager	29%
• Operations	3%
• Other	15%
• Owner/President	4%
• Sales/Bus Dev	2%
• Supervisor	3%
• Teacher/Professor	1%
• Technical	5%





## Delegate Segment

- End User 17%
- Consultant 6%
- Distributor/Reseller 9%
- Manufacturer 2%
- Integrator/Installer 33%
- IT Professional 4%
- Technical Services 8%
- Other/None 22%



## What the Delegates Say!

"This is the first time I have participated in an event organized by IP UserGroup and I am pleased to say that it exceeded my expectations. My appreciation to the organizers for generating an event of great benefit to the community. As we well know, information and training are Fundamental for forecasting. Congratulations IP UserGroup for the event held in Guatemala City on November 17. Many more to come!" **Walter Hawrys - President International W, Commend.**

"Excellent event, very well designed, orchestrated and executed by all the main participants of the event. Great selection of Partners. Cutting-edge and above all focused talks. In particular, we are already approaching two of the exhibiting companies that participated with cloud solutions, very aligned with our business philosophy. I appreciate the invitation to such a relevant event". **Carlos Díaz - Key Account Manager, Isbel Caribe**

"For more than a decade, IP UserGroup events have been giving a new business and innovation perspective. Even in a pandemic, the events did not stop. The importance of constantly updating technology made it possible for industries not to stop. Finally, IP UserGroup became the technological hinge that businesses and the dynamic industry need. The event in Peru a total success!" **Marcos De La Cruz - PPS Industrial Wireless Networks IIoT/OT, Cisco Systems.**



"One of the best security technology events is back. Ideal location and rooms, good hours and above all excellent presentations from specialized brands that showed the most current innovations. It has been a very profitable day. Thanks to the organizers IP UserGroup". **Nicanor Funes - Project and Account Analyst, INPRODATA SAC.**

# 2023 RATE CARD

## Membership:

Corporate Membership (1 year) *	\$1050
Affiliate Membership (1 year) *	\$900
Associate Membership (1 year)	\$69.00 (coming soon)
Honorary Membership	By Invitation
Subscribers –	FOC
*Multi-year discounts available	

## IP-in-Action LIVE Events

### Exhibiting:

Corp/Affiliate Members (per event) *	from \$1200
Associate Members (per event) *	from \$1200 (coming soon)
Subscribers/Non-Members	from \$1500
*Multi-event discounts available	

### Event Sponsorship Packages (per event):

Gold Package	\$1500
Gold Promo, Exhibition Booth, Priority Speaking Slot, Banner on Reg Page + Invitations, Goodie Bag (supplied), Priority Panel Seat, Lanyard (supplied), Badge Logo, Delegate List.	
Silver Package	\$1200
Silver Promo, Exhibition Booth, Speaking Slot, Banner on Invitations, Panel Seat, Delegate List.	
Bronze Package	\$899
Bronze Promo, Exhibition Booth, Speaking Slot, Banner on Invitations, Delegate List.	

## Website Advertising

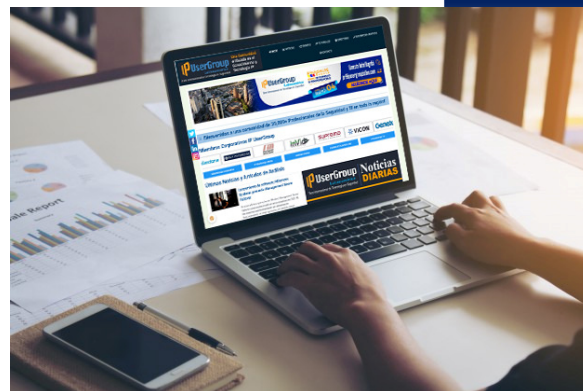
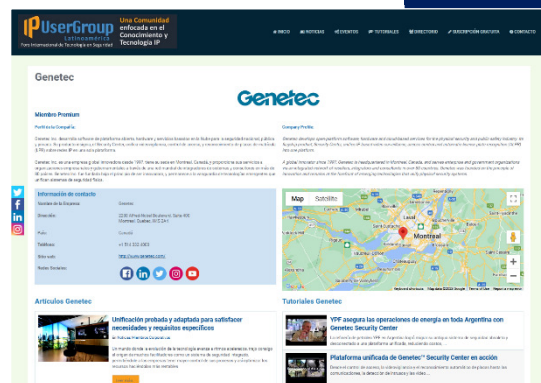
### Banner Advert (720x80) per month \*

Corp/Affiliate Members	\$199.00
Associate Members	\$249.00 (coming soon)
Subscribers/Non-Members	\$349.00

### Banner Advert (240x260) per month \*

Corp/Affiliate Members	\$199.00
Associate Members	\$249.00 (coming soon)
Subscribers/Non-Members	\$349.00

\*Hi-Visibility areas may carry a premium. Home Page + 25% (720x80 only)



## News Publication

Corp/Affiliate Members	\$FOC
Associate Members	\$99.00 (coming soon)
Subscribers/Non-Members	\$199

## IP UserGroup TV Video Academy Publication

Corp/Affiliate Members	\$FOC
Associate Members	\$99.00 (coming soon)
Subscribers/Non-Members	\$199



## IP UserGroup LINKS

### Solus eBlast + Social Posts (26K + 10K SM)

Corp/Affiliate Members	\$499
Associate Members	\$399 (coming soon)
Subscribers/Non-Members	\$Call

### Shared regular eNews + Social Posts (26K + 10K SM)

Corp/Affiliate Members	\$FOC*
Associate Members	\$199 (coming soon)
Subscribers/Non-Members	\$Call

\*Subject to availability.

### Website News, eNews Promo + Social Posts (26K + 10K SM)

Corp/Affiliate Members	\$FOC*
Associate Members	\$199 (coming soon)
Subscribers/Non-Members	\$Call

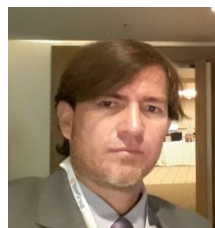
\*Subject to availability.

Subject to Terms and Conditions

## Contact Us Today

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[www.ipusergrouplatino.net](http://www.ipusergrouplatino.net)

**IP UserGroup®**  
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Avanzado Procesamiento. Robusta.  
**Precios inigualables**  
Aprenda más aquí

SITIO WEB MIEMBRO CORPORATIVO SUSCRIPCIÓN GRATIS MEMBRESÍA CORPORATIVA CONTACTO

**Aprovechar la tecnología de videovigilancia en esta temporada navideña, más allá de la prevención de pérdidas en el sector retail**

Genetec da a conocer diferentes formas de aprovechar la tecnología de videovigilancia para que el sector retail obtenga beneficios más allá de la seguridad, capturando datos sobre los clientes durante la temporada de las compras navideñas. [Leer más..](#)

**IP UserGroup da la bienvenida a su nuevo Miembro Corporativo: Suprema Inc.**

Suprema es proveedor líder mundial de soluciones de control de acceso, tiempo & asistencia y biometría. Combinando algoritmos biométricos reconocidos mundialmente con una ingeniería superior, en las últimas décadas Suprema ha introducido innovaciones en la industria de la seguridad. La amplia gama de productos de Suprema incluye sistemas de control de

**IP UserGroup**  
Latinoamérica  
Para International de Tecnología en Seguridad  
**¡Bienvenido!**  
NUESTRO MIEMBRO CORPORATIVO  
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SECURITY & BIOMETRICS

