GLOBAL CHERRY SUMMIT



APRIL
28
2027

GRAN ARENA MONTICELLO
CHILE

Organized by: Frutas de Chile | Comité de Cerezas YENTZEN GROUP

www.globalcherrysummit.com

Welcome!

The Global Cherry Summit, the world's most influential business conference for the cherry industry, is returning for its **eighth edition in 2027.**

Following a successful 2026 edition that brought together over **1,800 attendees and 90 sponsors**, the event has consolidated as the leading platform for the strategic analysis of the cherry business.



GLOBAL CHERRY SUMMIT 2027 / YENTZEN EVENTS

Chile continues to lead global cherry exports, reaching historic figures during the latest season:

- More than **560,000 tons (113.8 million boxes)** shipped worldwide.
- Cerca de **USD 3.479 millones** en ingresos generados.
- Approximately **87%** of these shipments were destined for the Chinese market.

After a decade of growth, cherries are today Chile's most valuable fruit export. But these figures also underscore the growing maturity of an industry that continues to evolve as it confronts new and increasingly complex challenges.

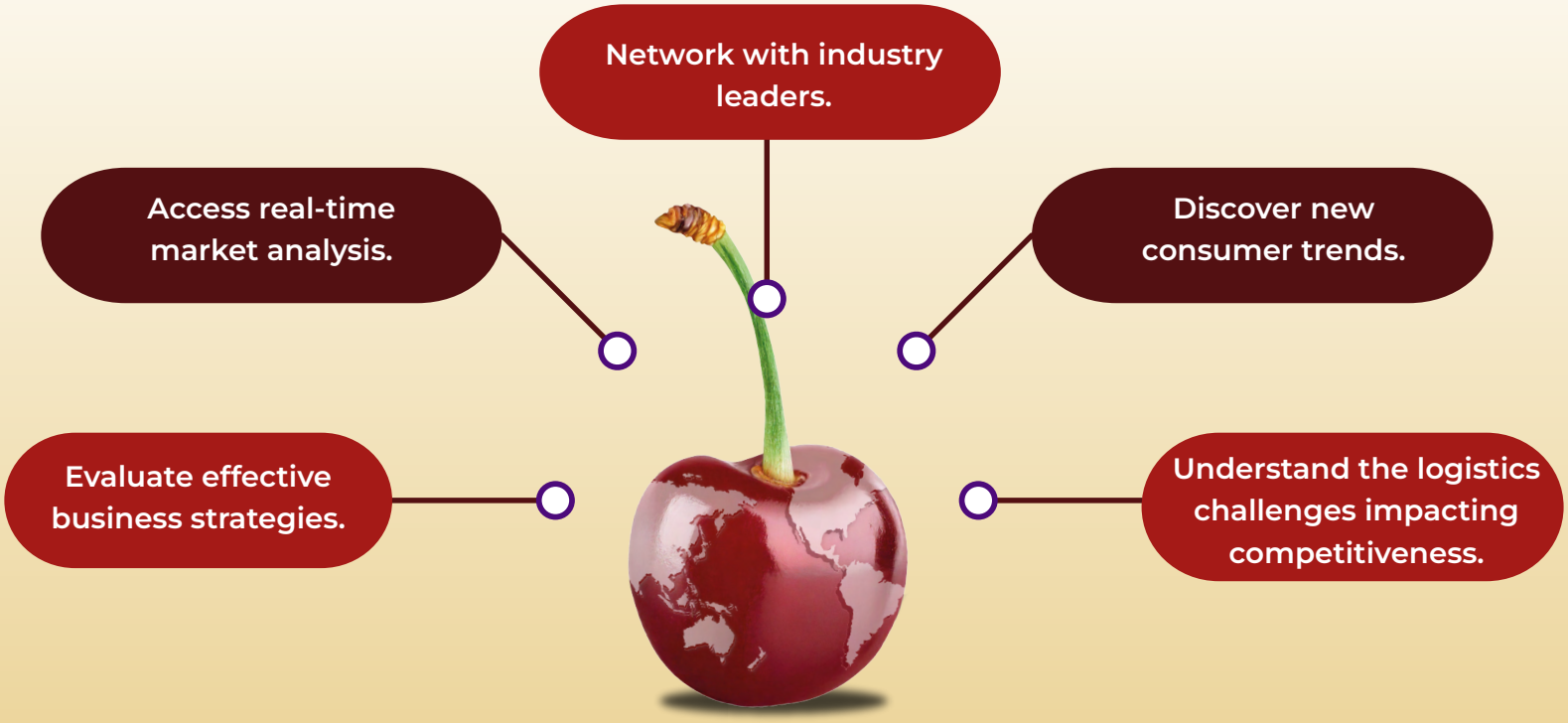
In this context, **Global Cherry Summit 2027** will once again bring together key players across the value chain. Our goal is clear: to exchange insights, explore opportunities, and collectively shape the commercial future of the sector in an increasingly competitive, technological, and globalized environment.



Why Attend?

In an industry where every season reshapes the direction of the business, you need reliable information to make informed decisions.

Following a memorable 2026 edition that brought together more than **1,800 attendees and 90 sponsors**, our 8th edition will be the leading meeting point for decision-makers: exporters, importers, supermarkets, suppliers, and global industry leaders.



Here, we don't just talk about figures: we analyze trends and results and anticipate future scenarios.

Global Cherry Summit is the industry's must-attend event.

Tickets 2027

GLOBAL CHERRY SUMMIT

Category	Value 2027
Early bird	USD 210
General ticket	USD 250
Pack of 10 tickets	USD 2100
Pack of 11 tickets (exclusive benefit for 2027 sponsors)	USD 2100

Exclusive benefit during renewal period:
Pack of 12 tickets : USD 2100

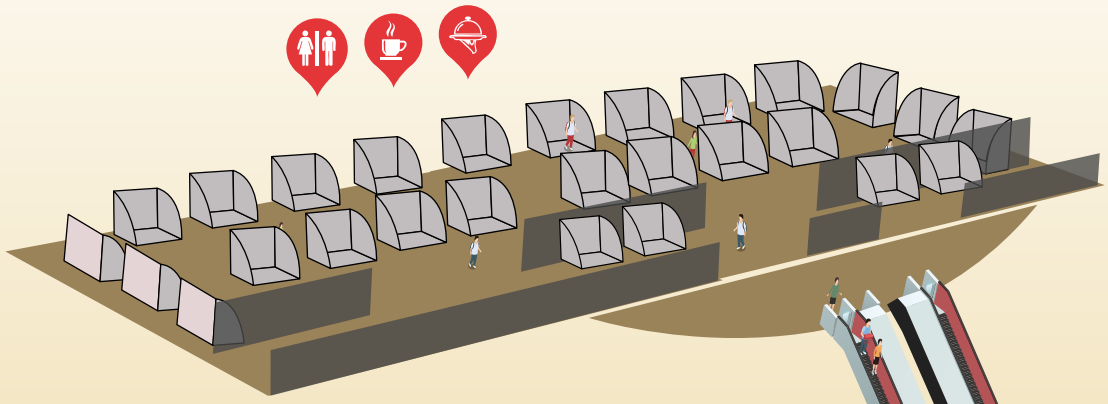
***Exclusive benefit for 2026 sponsors**

***Early bird until december 31, 2026**

Layout 2027

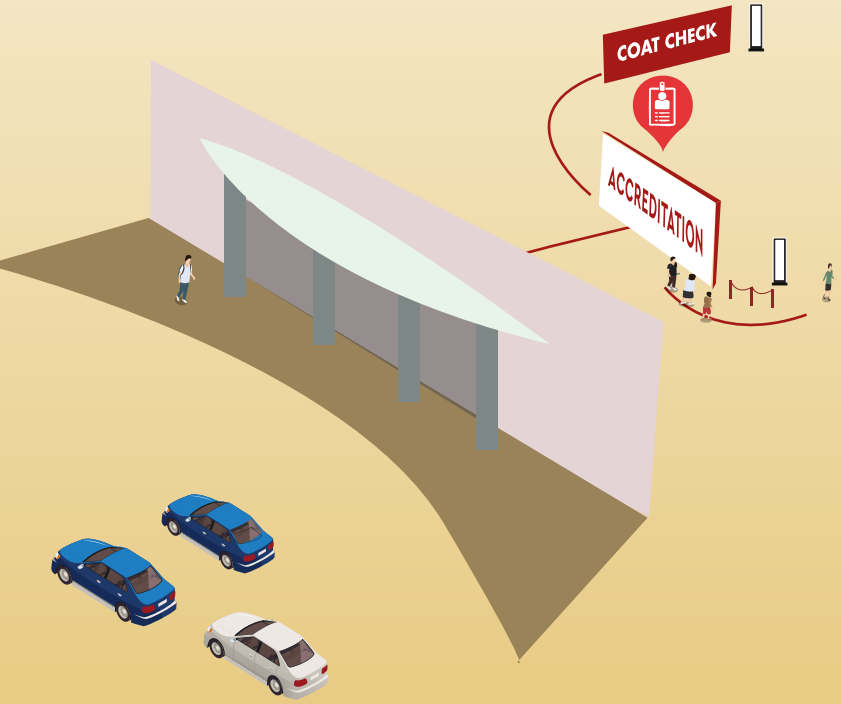
Discover our facilities!

GLOBAL CHERRY SUMMIT



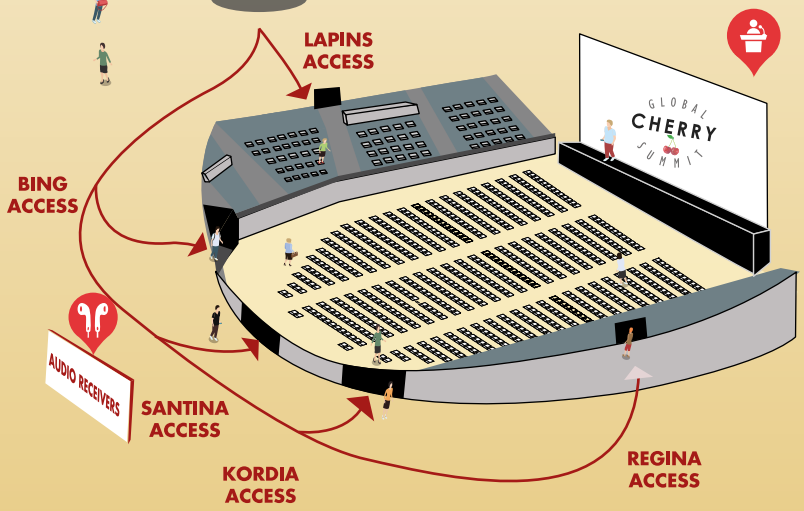
Booths

SECOND FLOOR



Conference

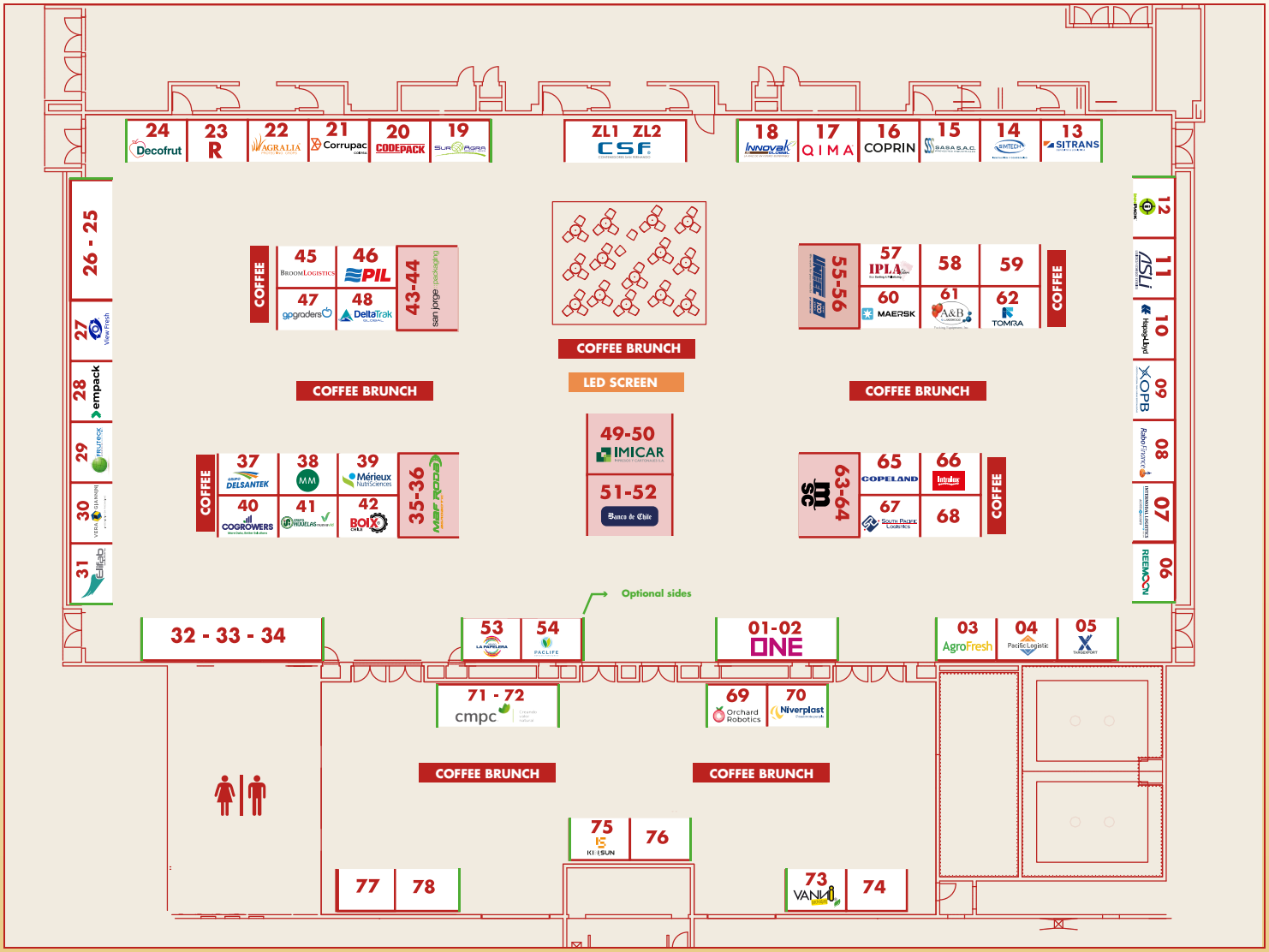
FIRST FLOOR



Booth layout 2027

GLOBAL CHERRY SUMMIT

Monticello, San Francisco de Mostazal, Chile



Stands 3x2 | Stands 4x3 | Lounge area | Restrooms | COFFEE BRUNCH Food and drinks | R Reserved

Sponsorship Opportunities

Description and benefits by sponsorship

Reference prices in USD



Platinum Category

APRIL 28 2027

GRAN ARENA MONTICELLO CHILE



Exclusive brunch

USD 52.000

Sponsorship shared between two non-competing companies. Provides brand presence throughout the event's exclusive brunch, with the opportunity for each sponsoring company to display a video of up to 1 minute on the welcome screen and in the booth area. This sponsorship is designed to maximize visibility during one of the summit's busiest networking opportunities.

Included benefits:

- 1 booth (3 × 2 m) per sponsoring company
- 5 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks
- Video in the booth area
- Video during the plenary session



Lounge Area (exclusive sponsorship)

CSF CONTENEDORES SAN FERNANDO

USD 19.800

Exclusive sponsorship of the Lounge Area, including prominent display of the company's logo and video exclusively on the Lounge Area screen, as well as a customized welcome arch featuring the sponsoring company's logo at the entrance to a dedicated space for relaxation and conversation.

Included benefits:

- 1 booth (3 × 2 m)
- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks
- Video in the booth area

Platinum Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



USB multiport hub

USD 12.000

Customized USB multiport hub given to attendees, featuring the sponsoring company's logo. A desk accessory in permanent use in the workspace that keeps the brand present in participants' daily routine.

Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Handheld fan

USD 12.000

The sponsoring company's logo on the handheld fan given to attendees. A practical item for immediate use during the event that associates the brand with a moment of comfort and keeps it visible in participants' hands throughout the venue.

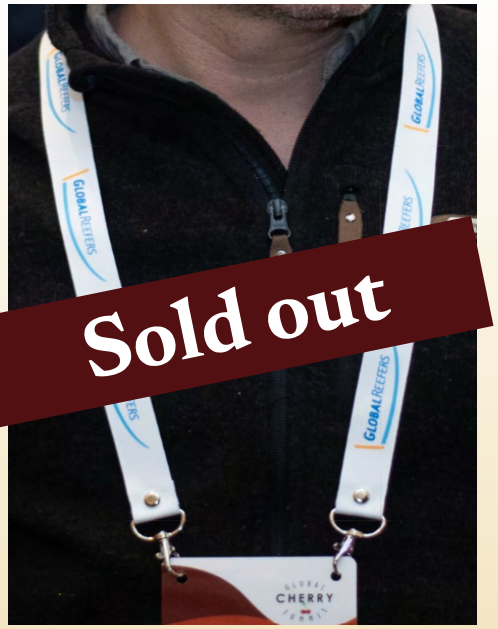
Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Platinum Category

APRIL 28 2027

GRAN ARENA MONTICELLO CHILE



Sold out

Lanyards

USD 12.300

GLOBALREEFERS

Customization of the lanyards used by all attendees. As an item used continuously throughout the event, it guarantees ongoing and broad brand exposure.

Included benefits:

- 1 booth (3 × 2 m)
- 3 full-access passes
- 3 full-access passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Sold out

Material bag

USD 12.800

Hapag-Lloyd

Sponsoring company's logo on the official event tote bag distributed to every attendee upon arrival. This sponsorship offers lasting brand visibility as the attendees use the bag throughout the event and beyond.

Included benefits:

- 1 booth (3 × 2 m)
- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Platinum Category

APRIL 28 2027

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CHILE



Eco-friendly mug

USD 10.000

Customized eco-friendly mug, made from recycled plastic, given to attendees with the sponsoring company's logo. An everyday item that links the brand to a commitment to sustainability and extends its presence to participants' offices and homes.

Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Badge

USD 8.900

Customization of the official badge worn by every attendee throughout the event. As a mandatory individual item, it provides permanent and high-impact brand presence throughout the entire event.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Platinum Category

APRIL
28
2027

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MONTICELLO
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Welcome coffee break
USD 8.900

FESTER & CO.
INSURANCE BROKERS
SINCE 1920

Sponsorship of the event's welcome coffee break. The company gains brand visibility and networking opportunities from the moment attendees arrive.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Coat check
USD 9.000

Brand presence in the event coat check through a customized banner and LED visual support. Includes a counter serving as an information point for the sponsoring company, located in a mandatory high-traffic area for attendees.

Included benefits:

- 4 full-access passes
- 1 LED banner
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Platinum Category

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GRAN ARENA MONTICELLO
CHILE



Charging Station

USD 9.000

Dedicated device-charging area enclosed by a customizable arch, with multiple charging stations offering both wired and wireless charging to encourage networking. Includes a counter where the sponsoring company can have a representative providing information.

Included benefits:

- 4 full-access passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Showcase Your Machinery

PATTYN
A DURAVANT COMPANY

USD 9.000

Exhibition space for a vehicle or piece of machinery (technical specifications subject to approval) in a designated high-traffic area of the event. Includes 4 advertising flags and 1 customized counter, providing brand presence within the assigned space.

Included benefits:

- 5 full-access passes
- 4 advertising flags featuring the sponsoring company's logo
- 1 customized counter
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

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APRIL 28 2027

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Cherry Sizer

USD 9.500

Sponsorship of the cherry sizer, a tool widely used by industry professionals. The sponsoring company gains brand presence on equipment directly related to the cherry business, and of strong relevance to the target audience.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Morning coffee break

USD 8.900

UCC CARGO & LOGISTICS SOLUTIONS

Sponsorship of the morning coffee break, with brand presence at the coffee station and during the mid-morning break, a high-engagement networking opportunity among participants.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Platinum Category

APRIL 28 2027

GRAN ARENA MONTICELLO
CHILE



Afternoon coffee break
USD 8.900

SOUTH PORT Shipping

Sponsorship of the afternoon coffee break, with brand presence at the coffee station during the afternoon break, reinforcing exposure during a networking opportunity.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks
- Video in the booth area



Hydration Bottle
USD 9.000

ONE

Sponsoring company's logo on the water bottle distributed to attendees in the official tote bag. This sponsorship offers lasting brand visibility throughout the event and beyond.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Fleece neck warmer USD 8.500

Customized fleece neck warmer given to attendees: a warm, versatile accessory, ideal for the industry's field days, that carries the sponsoring brand inside and outside the event.

Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Car bag PRO USD 8.500

Customized PRO version of the car bag, with higher quality and durability, given to attendees. A practical item for everyday use in the vehicle that extends brand presence to every trip participants make.

Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Desktop Phone Stand USD 8.100

Customization of the desktop phone stand distributed to attendees with the sponsoring company's logo. A daily-use product for the workplace, providing lasting and recurring brand exposure.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Welcome dinner
USD 7.700

Sponsorship of the event's welcome dinner. Provides brand presence in a relaxed and exclusive networking setting for key industry players and event participants.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks
- Rotating video during the cocktail reception

Gold Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Mouse Pad

USD 7.500

Customization of the mouse pad distributed to attendees with the logo or design provided by the sponsoring company. A practical everyday desk item that offers brand visibility well beyond the event.

Included benefits:

- 3 full-access passes
- 5 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Pocket flashlight

USD 7.000

The sponsoring company's logo on the pocket flashlight given to attendees. A compact, useful tool for the industry's daily operations that keeps the brand always within participants' reach.

Included benefits:

- 3 full-access passes
- 5 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Bandana

USD 6.900

Customization of the bandana distributed to attendees, a versatile accessory that reinforces brand visibility both during the event and afterwards

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Sold out

Notebook + Pen

USD 6.800

ARM LOGISTICS RISK MANAGEMENT®

Customized notebook and pen set featuring the sponsor's brand. An item used during event presentations and beyond, providing sustained brand exposure over time.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

GRAN ARENA MONTICELLO
CHILE



Laser pointer

USD 6.800

Customized laser pointer given to attendees, a professional tool for presentations and meetings that positions the sponsoring brand at key moments of participants' work.

Included benefits:

- 2 full-access passes
- 2 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Sticky Notes

USD 6.700

Sponsor's logo on the sticky notes distributed to participants, a practical and frequently used item that keeps the brand visible through the attendee's daily routine.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

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MONTICELLO
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Desk Planner

USD 6.500

The sponsoring company's logo on the desk planner given to attendees, a desk organizer that supports participants' planning and delivers constant brand exposure in their workspace.

Included benefits:

- 2 full-access passes
- 2 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Travel hand sanitizer

USD 6.000

Customized travel-size hand sanitizer given to attendees. A frequently used personal care item that associates the sponsoring company with participants' well-being during the event and in their daily lives.

Included benefits:

- 2 full-access passes
- 2 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Gold Category

APRIL
28
2027

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Event mascot

USD 6.000

The event's official mascot, the fruit that represents it, will wear the sponsoring company's corporate apparel as it walks the venue and interacts with attendees. A high-visibility, approachable sponsorship featured in photos and in the most relaxed moments of the day.

Included benefits:

- 2 full-access passes
- 2 exhibition-area passes
- Sponsored article on Portal Frutícola
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

GLOBAL CHERRY SUMMIT

Silver Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Pocket mirror

USD 5.500

Customized pocket mirror given to attendees with the sponsoring company's logo. A practical everyday accessory that goes with participants in their bag or pocket, extending brand presence after the event.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Stress ball or star

USD 4.800

The sponsoring company's logo on the stress ball or star given to attendees. A playful item that associates the brand with a moment of pause and often ends up on participants' desks.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Silver Category

APRIL 28 2027

GRAN ARENA MONTICELLO
CHILE



Hydration Station

USD 4.900

Sponsorship of the event's hydration stations. Four hydration stations equipped with RGB lighting will be located in the Arena Monticello floor area, with 2 LED banners providing visual support for 2 of the stations.
Provides brand presence in high-traffic areas where attendees stop throughout the event.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



USD 4.400

Car bag

Customization of the car bag distributed to attendees, a practical and long-lasting item that ensures brand visibility in the participant's daily life.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Silver Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Phone card holder

USD 4.000

Customized phone card holder given to attendees. An everyday accessory that stays with participants at all times and keeps the sponsoring brand in view every time they use their phone.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks



Candies / Chocolates

USD 4.200

Sponsoring company's logo on the wrappers of candies or chocolates provided to attendees in the event welcome bag, a courtesy detail that associates the sponsoring company with an enjoyable moment during the event.

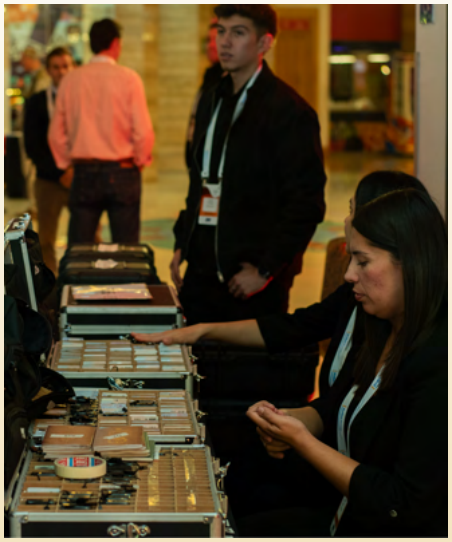
Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

Silver Category

APRIL
28
2027

GRAN ARENA
MONTICELLO
CHILE



Translation Booth

USD 4.200

Sponsorship of the event's translation booth, providing brand presence on a key service for the international audience.

Included benefits:

- 2 full-access passes
- 2 exhibition area passes
- 1 LED banner
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks
- Logo printed on the table skirt

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Stands

APRIL 28 2027

GRAN ARENA MONTICELLO
CHILE



Design subject to modifications

Corporate Booth (3x2m)

Included benefits:

- 1 full-access pass
- 2 exhibition area passes
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

RENEWAL PRICE USD 3.500 | REGULAR PRICE USD 3.800



Design subject to modifications

Corporate Booth (4x3m)

Included benefits:

- 2 full-access passes
- 4 exhibition area passes
- Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)
- Logo on the event website
- Logo on the welcome totem and rotating video during breaks

RENEWAL PRICE USD 8.000 | REGULAR PRICE USD 8.600

GLOBAL CHERRY SUMMIT

APRIL 28 2027

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CHILE

PLATINUM SPONSOR

Product / Sponsor	Price in USD	Stand (3x2 m)	All Access Passes	Passes to Exhibition Area	Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)	Advertorial on Portalfruticola.com*	Logo on event website	Logo on welcome totem and rotating video during breaks	Video in the stands area	Video in plenary
Exclusive Brunch Video to be played during brunch in Stand Area and Plenary (2 min max) -Napkins with company logo	USD52.000	1	5	5	✓	✓	✓	✓	✓	✓
Lounge Area (Exclusive Sponsorship) -Logo and video only on Bingo area screen - Welcome arch to Lounge Area with company logo	USD19.800	1	3	5	✓	✓	✓	✓	✓	
Jockey	USD12.000	0	3	5	✓	✓	✓	✓		
USB multiport hub	USD12.000	0	3	5	✓	✓	✓	✓	✓	
Handheld fan	USD12.000	0	3	5	✓	✓	✓	✓	✓	
Material bag	USD12.800	1	3	5	✓	✓	✓	✓		
Lanyards	USD12.300	1	3	5	✓	✓	✓	✓		
Cherry Sizer	USD9.500	0	3	5	✓	✓	✓	✓		
Eco-friendly mug	USD10.000	0	3	5	✓	✓	✓	✓	✓	
Showcase your machine *Includes 4 promotional banners and 1 branded counter	USD9.000	0	5	0			✓	✓		
Cloakroom(LED) *Includes a 6x2.5 m LED screen	USD9.000	0	4	0			✓	✓		
Charging station *PVC archway and 4 totems placed throughout the event	USD9.000	0	4	0			✓	✓		
Badges	USD8.900	0	3	5	✓	✓	✓	✓		
Welcome Coffee Break	USD8.900	0	3	5	✓	✓	✓	✓		
Morning Coffee Break	USD8.900	0	3	5	✓	✓	✓	✓		
Afternoon Coffee Break	USD8.900	0	3	5	✓	✓	✓	✓	✓	
Aluminum bottle with lid	USD9.000	0	3	5		✓	✓	✓		

AVAILABLE

SOLD / RESERVED

GLOBAL CHERRY SUMMIT

APRIL 28 2027

GRAN ARENA MONTICELLO
CHILE

GOLD SPONSOR

Product / Sponsor	Price in USD	Stand (3x2 m)	All Access Passes	Passes to Exhibition Area	Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)	Advertorial on Portalfruticola.com*	Logo on event website	Logo on welcome totem and rotating video during breaks	Video in the stands area	Video in plenary
Corporate keychain	USD8.300	0	3	5		✓	✓	✓		
Car charger (12V)	USD8.300	0	3	5		✓	✓	✓		
Card holder	USD8.000	0	3	5		✓	✓	✓		
Wine set	USD8.000	0	3	5		✓	✓	✓		
Phone case desktop	USD8.100	0	3	5		✓	✓	✓		
Car bag PRO	USD8.500	0	3	5		✓	✓	✓		
Welcome dinner	USD7.700	0	3	5		✓	✓	✓		
Mouse Pad	USD7.500	0	3	5		✓	✓	✓		
LED floor *3x2 m LED screen	USD7.500	0	3	0			✓	✓		
Pocket flashlight	USD7.000	0	3	5		✓	✓	✓		
PVC Cloakroom *6x2.5 m stretched PVC	USD7.000	0	4	0			✓	✓		
Desk Planner	USD6.500	0	2	2		✓	✓	✓		
Notepad	USD6.800	0	2	2		✓	✓	✓		
Post-it	USD6.700	0	2	2		✓	✓	✓		
Branded Fleece Neck Warmer	USD8.500	0	3	5		✓	✓	✓		
Bandana	USD6.900	0	2	2		✓	✓	✓		
Event mascot	USD6.000	0	2	2		✓	✓	✓		
Laser pointer	USD6.800	0	2	2		✓	✓	✓		
Travel hand sanitizer	USD6.000	0	2	2		✓	✓	✓		

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Product / Sponsor	Price in USD	Stand (3x2 m)	All Access Passes	Passes to Exhibition Area	Advertising banner on Portalfruticola.com or Freshfruitportal.com (1 month)	Advertorial on Portalfruticola.com*	Logo on event website	Logo on welcome totem and rotating video during breaks	Video in the stands area	Video in plenary
Car bag	USD 4.400	0	2	2			✓	✓		
Hydration point	USD 4.900	0	2	2			✓	✓		
Translation Cabin	USD 4.200	0	2	2			✓	✓		
Candies / Chocolates	USD 4.200	0	2	2			✓	✓		
Pocket mirror	USD 5.500	0	2	2			✓	✓		
Stress ball or star	USD 4.800	0	2	2			✓	✓		
Phone card holder	USD 4.000	0	2	2			✓	✓		

If you have any proposal or idea related to merchandising, we would be glad to hear about it and help bring it to life. You can reach us at events@yentzengroup.com

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