

# INDUSTRIA ALIMENTICIA

## Spanish 2010 Webinar Series

**This provides suppliers a high-impact, low-effort, highly cost-effective integrated marketing opportunity to effectively brand themselves with compelling issues, educate their customers and generate pre-qualified sales leads from *Industria Alimenticia's* powerful Latin American audience.**

### Series Speaker:

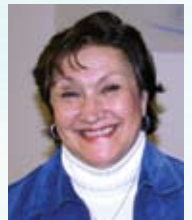
**Oscar Camacho** is the founder of Superior Food Safety consulting company, SQF Certified consultant Reg. No. 2643, providing services on the implementation, management, and sustainability of food safety systems for companies in USA and Latin America. With over 20 years of progressive, hands-on experience in the food industry, he has been recipient of numerous team building commendations in management, operations, quality assurance, and food safety. Oscar has experience in small, medium and large operations including senior quality, food safety, and plant management for two of the largest food manufacturers in the world and the largest chocolatier of the world. His education includes a BS in biology from Javeriana University – Bogotá, Colombia, a MS in food science and engineering from Universidad Politécnica de Valencia – Spain and certification in HACCP, ISO 9000, and Global Management.



### Series Moderator:

**Elsa R. Torres**, Editorial Director

Elsa R. Torres, with more than 30 years in the food industry, is the most knowledgeable journalist in the Latin American food industry. She holds a Master's in International Business, and has extensive experience in covering the top companies and their executives throughout Latin America.



### **CIES-The Food Business Forum and the Global Food Safety Initiative-GFSI** **February 18**

In May 2000, a group of international retailer CEOs identified the need to enhance food safety, ensure consumer protection and to strengthen consumer confidence. This webinar will provide the audience with the 12,000 feet vision about GFSI, who they are, what the strategy is, what the purpose is, and how the food industry is being or will be impacted in the near future. A brief overview will be provided on the main Food Safety Standards approved by the GFSI.

### **General overview of the Prerequisite Programs or GMPs**

**May 20**

A general overview of the 6 basic prerequisite programs required to have a HACCP plan will be presented. We will discuss the goal, scope, and key components for each one. In addition, we will mention additional prerequisite programs that will help you to have a more robust HACCP Plan.

### **The role of the Critical Control Points-CCPs In the HACCP Plan**

**August 19**

We'll define what a CCP is, its role in the HACCP Plan, and the key elements of a CCP. A practical example will be provided on how to operate a metal detector CCP.

### **Cleaning and Sanitation Prerequisite Program**

**October 21**

Discussion will cover the objective, scope, and content of the cleaning and sanitation program in a food processing plant. The implementation of the monitoring and verification activities in order to assure full compliance with the program will be included.

### **Recall and Traceability Prerequisite Program**

**December 16**

Evaluation of the key elements of the recall and traceability program in a food plant. A practical example of a supply chain traceability exercise will be provided from one of the web based trace supplier companies.



# Sponsorship Package

Your company logo will appear on all attendee promotions including:

- Customized registration page
- 2 full-page, 4/C ads in *Industria Alimenticia*
- 1 tile ad on *Industria Alimenticia's* enewsletter
- 2 e-mail blasts to *Industria Alimenticia's* subscriber list
- 1 tile ad on *Industria Alimenticia's* website
- Database of registrants and attendees including all demographics
- 2 event email reminders; 1 event email follow-up
- Final program will be posted on *Industria Alimenticia's* website for one year

## Sponsorship Investment

- **\$15,000 net** exclusive sponsor per webinar
- **\$5,000 net** per sponsorship, up to 5 non-competing sponsors/webinar accepted on a first come, first serve basis

Reserve by October 14, 2009

## Sponsorship Benefits

### Grow Your Market

Opportunity to sponsor expert-led educational webinar on a competitive-exclusive basis.

### Cost-Effective

Webinars provide customer contact for only a small fraction of the cost of trade shows and personal sales calls.

### Pre-qualified Sales Leads

By registering for a Webinar, attendees have identified interest in your product.

### Reinforcing Your Brand

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

### Industria Alimenticia Expertise

Our Webinar experts provide turnkey support and advice ensuring a satisfied and rewarding Webinar experience.

### Measurable ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

### The Power of Industria Alimenticia

Industry leading subscriber database helps ensure the highest quality registration.

To reserve your 2010 *Industrial Alimenticia* Webinar Sponsorship, contact:

Pamela Mazurk  
Publisher  
U.S. and European Sales  
mazurkp@bnpmedia.com  
847-247-0018

Mario Trias  
Mexico, Central and South America  
triasmario@yahoo.com  
52-55-5536-1529

Sharon Ward  
Classified Sales Manager  
wards@bnpmedia.com  
847-405-4078

[ ] Yes, I want to be a sponsor, sign me up.

Company \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_

Please email logo to [belmontd@bnpmedia.com](mailto:belmontd@bnpmedia.com).