



LatAm Alliance, a SIG Working Council

Sell-side* Member Benefits

- Interact with international buyers - LatAm Alliance and Sourcing Industry Group (SIG) members
 - Network at events (LatAm Alliance events at no cost, SIG Global Summits for a fee)
 - Join the LinkedIn group
- Demonstrate thought leadership through
 - Presenting at:
 - LatAm Alliance events
 - LatAm Alliance webinars
 - LatAm Alliance Council Meetings – twice a year, ahead of SIG’s Global Summits
 - Other partner events throughout LatAm (ANDI Outsourcing Summit, Outsource2LAC and many more)
 - Contributing to:
 - Outsource Magazine with over 55,000 readers
 - SIG Speaks Blog and Insight Sourcing Newsletter
- Gain access to accurate research on the LatAm regions
- Participate in Council committees, e.g. CxO surveys to gain knowledge about buyers
- Participate on marketing materials for the LatAm region, distributed to all LatAm Alliance and SIG members
 - Videos, whitepapers, reports
- Put your company profile and link to your site on the LatAm Alliance provider directory
- Pay discounted prices for events in the LatAm Alliance community
 - Participate in LatAm Alliance events at no cost
 - SIG events:
 - 25% discount off membership
 - One-time free attendance pass to a SIG Global Executive Summit
 - Sponsor events or webinars for further thought leadership exposure (additional fee required)

* Sell-side includes consultants, analysts and firms that sell services to service buyers in the Americas.

For more information, contact us at:

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