
PLATAFORMA
Event Production Company
THE FUTURE OF
EVENTS
IN YOUR HANDS
PLATAFORMA
Event Production Company

WHO WE ARE

PLATAFORMA
Event Production Company



01

We are an **event production company** specialized in in-house audiovisual operations for hotels and convention centers.

02

We design and execute social and corporate events, especially congresses, conventions, incentive trips, and other **MICE-type meetings.**

03

All of this is complemented by **software development** solutions for the hospitality industry and related sectors across 18 countries in the Americas.

+30 YEARS
MAKING HISTORY

18
Countries
67 cities

302
Operations
In hotels and convention centers

1.675
Rooms in
Operation

432
Clients
Corporate and association sectors



PLATAFORMA
Event Production Company

+30 YEARS
MAKING HISTORY

18
Countries
67 cities

302
Operations
In hotels and convention centers

1.675
Rooms in
Operation

432
Clients
Corporate and association sectors



OUR ANNUAL EVENTS

2019	84.234
2020	17.428
2021	25.536
2022	57.536
2023	69.000
2024	74.404
2025	76.885
2026	80.000

GOAL



ACCREDITATIONS

INNOVATION AND TRUST

NEW



Integrates sustainable practices into every stage of event planning and execution. Considers social, economic, and environmental impacts to create a positive legacy.



Helps us identify, control, and reduce the environmental impacts of our activities. Promotes long-term sustainable operations and compliance with international standards.



ISO 9001:2015 certification across all our processes, guaranteeing our clients quality service and continuous improvement in all our activities.



This recognition supports our commitment to ethical and responsible business practices, demonstrating our support for organizations that share our vision of contributing positively to society.

ACCREDITATIONS

INNOVATION AND TRUST

NEW

ISO 20121

Integrates sustainable practices into every stage of event planning and execution. Considers social, economic, and environmental impacts to create a positive legacy.

ISO 14001

Helps us identify, control, and reduce the environmental impacts of our activities. Promotes long-term sustainable operations and compliance with international standards.

ISO 9001:2015

ISO 9001:2015 certification across all our processes, guaranteeing our clients quality service and continuous improvement in all our activities.

ISO 27001

This recognition supports our commitment to ethical and responsible business practices, demonstrating our support for organizations that share our vision of contributing positively to society.

ACREDITACIONES

INNOVACIÓN Y CONFIANZA



This certification reinforces our commitment to innovation, quality, and sustainability, providing our clients with confidence in high-level audiovisual solutions with a lower environmental impact.



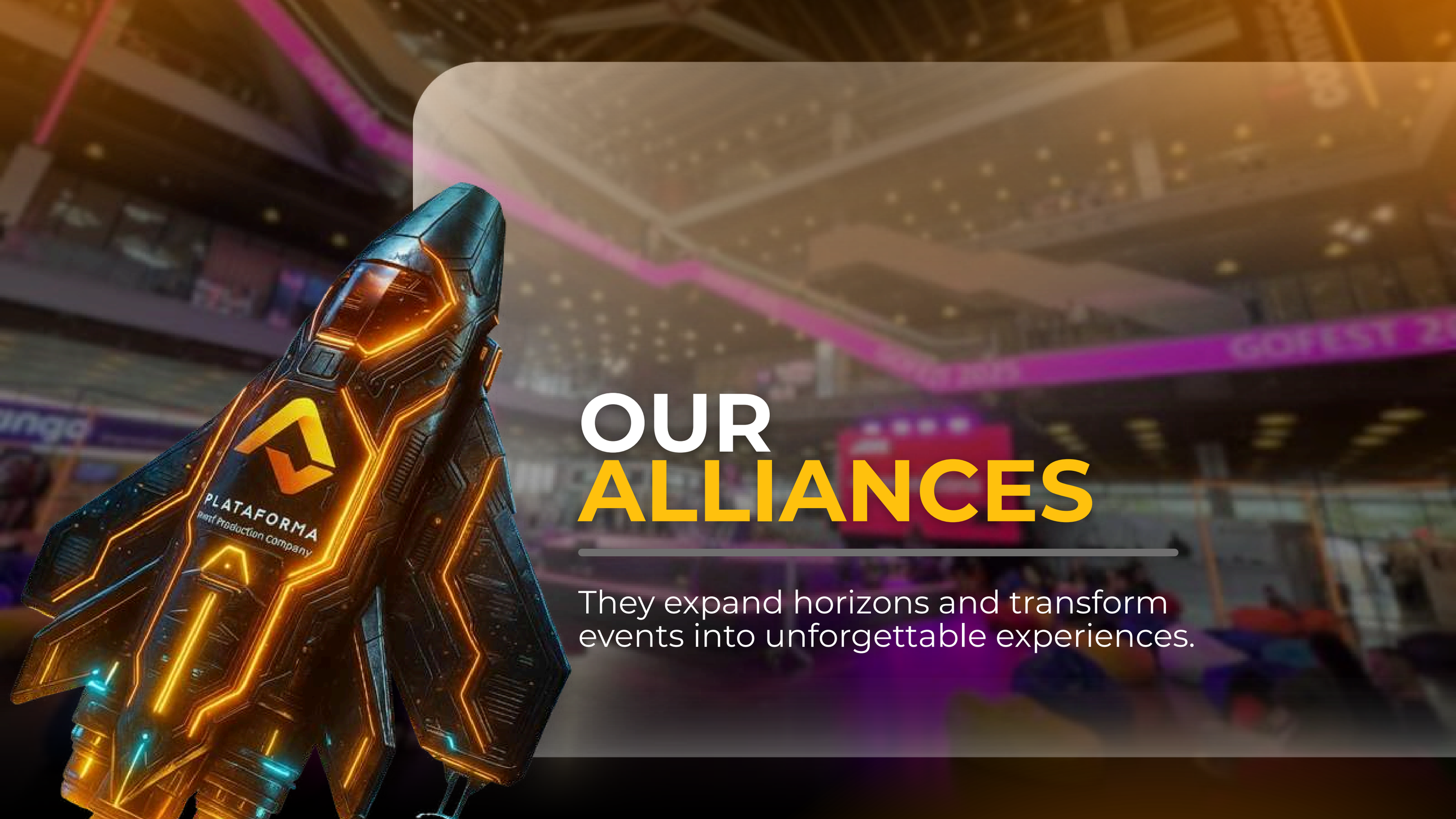
AVIXA Certification.
100% of our team members are trained at different levels of expertise within the AV industry. https://www.avixa.org/



Plataforma holds an international certification from the Service Quality Institute in: “The WOW Effect” and “Customer Service” http://servicequality.net/



This recognition reinforces our commitment to ethical and responsible business practices, demonstrating our support for organizations that share our vision of making a positive contribution to society.



OUR ALLIANCES

They expand horizons and transform events into unforgettable experiences.

HOTEL CHAINS

HYATT

Colombia - Central America and the Caribbean

- HYATT REGENCY CARTAGENA
- HYATT REGENCY PANAMA CITY
- HYATT PLACE San Pedro Sula
- HYATT PLACE Nicaragua
- HYATT PLACE Tegucigalpa
- HYATT CENTRIC SAN SALVADOR
- HYATT CENTRIC GUATEMALA CITY
- HOTEL LA COMPAÑIA
- HYATT CENTRIC SANTO DOMINGO

GHL Hoteles

Colombia, Costa Rica, Chile, Ecuador, Panama, Bolivia, and Peru

- HOTELES GHL CHARLESTON
- BIOXURY
- SONESTA HOTELS AND RESORTS
- FOUR POINTS BY SHERATON
- Hilton Garden Inn
- RADISSON
- SONESTA POSADAS DEL INCA PERU
- SHERATON San Jose Hotel Costa Rica
- BASTIÓN Luxury Hotel
- SHERATON
- ÉPICA EVENTOS Y CONVENCIONES
- Holiday Inn
- PARK LAKE LUXURY HOTEL
- SONESTA OSORNO
- SONESTA CUSCO
- Radisson GUAYAQUIL

WYNDHAM HOTELS AND RESORTS

Colombia, Ecuador, and Costa Rica

- WYNDHAM Guayaquil Puerto Santa Ana
- WYNDHAM GARDEN San José, Escazú
- WYNDHAM GARDEN Guayaquil
- WYNDHAM GARDEN Barranquilla
- WYNDHAM Quito Airport Hotel
- WYNDHAM GARDEN Quito - Guayaquil
- Howard Johnson BY WYNDHAM
- BRISTOL Panama
- WYNDHAM Manta Sail Plaza Hotel & Convention Center
- LA QUINTA BY WYNDHAM QUITO
- TRYP BY WYNDHAM GUAYAQUIL
- DAZZLER BY WYNDHAM LIMA MIRAFLORES

Marriott HOTELS · RESORTS · SUITES

Colombia, Ecuador, and the Dominican Republic

- RENAISSANCE SANTO DOMINGO JARAGUA HOTEL & CASINO
- RENAISSANCE PANAMA CITY HOTEL
- JW MARRIOTT PANAMA
- JW MARRIOTT QUITO
- THE WESTIN CAMINO REAL GUATEMALA
- HOTEL CAMINO REAL ANTIGUA GUATEMALA
- THE SANTA MARIA HOTEL & GOLF RESORT PANAMA CITY
- COURTYARD Panama Multiplaza Mall
- COURTYARD Marriott GUAYAQUIL
- RENAISSANCE HOTELS & RESORTS
- THE BUENAVENTURA GOLF & BEACH RESORT - PANAMA AUTOGRAPH COLLECTION HOTELS
- W PUNTA CANA
- MARRIOTT RESORT SANTA MARTA PLAYA DORMIDA

LATAM HOTEL CORPORATION

Central America and the Caribbean

- LQ Hotel BY WYNDHAM

ACCOR HOTELS Feel Welcome

Colombia- Ecuador

- Mercure HOTELS ALAMEDA QUITO
- Mercure HOTELS
- HOTEL CASCO VIEJO PANAMA Depuis 1917
- swissôtel LIMA
- swissôtel QUITO
- NOVOTEL LIMA SAN ISIDRO

HOTEL CHAINS

ESTELAR

Colombia
Perú

InterContinental Cali
Un Hotel Estelar
Estelar San Isidro Lima
Estelar Miraflores Lima

oxoHotel Operador Hotelero

Colombia
Ecuador

waya
Holiday Inn Express
Courtyard by Marriott

Las Américas Hotels Group

Colombia
Panamá

Hotel Las Américas Cartagena de Indias
Hotel Las Américas Golden Tower Panamá
Lagoon Hotel Llanogrande

Hoteles Dann

Colombia y
Ecuador

Dann Carlton Hotel & Convention Center Barranquilla
Hotel Dann Comeima
Dann Carlton Hotel Quito

nh Hoteles

America

nh Hoteles
nh Collection Hotels
nhow Lima

IHG InterContinental Hotels Group

Colombia
Ecuador
Dominican Republic

Holiday Inn
Holiday Inn Express
Crowne Plaza Santo Domingo an IHG Hotel
Holiday Inn Quito - Airport
Holiday Inn an IHG Hotel Guayaquil-Airport
Holiday Inn Lima Miraflores
Holiday Inn an IHG Hotel Guatemala
Holiday Inn Lima Airport

Real Hotels & Resorts

South America
Central America and the Caribbean

JW Marriott
Marriott Hotels · Resorts · Suites
Courtyard by Marriott
InterContinental
Real InterContinental Tegucigalpa

HOTEL CHAINS

HILTON WORLDWIDE

Latam

- Hilton HOTELS & RESORTS
- Hampton by Hilton
- HOMEWOOD SUITES by Hilton — Santo Domingo
- EMBASSY SUITES by Hilton — SANTO DOMINGO
- Hilton Garden Inn — Panama City Downtown
- HOTEL Santiago — CURIO COLLECTION by Hilton
- EL PARDO DOUBLETREE BY HILTON
- Hilton Garden Inn — Lima Miraflores

RADISSON

Colombia, Peru, Bolivia
Panamá

- RADISSON BOGOTA METROTEL
- Radisson PLAZA DEL BOSQUE HOTEL
- Radisson DECAPOLIS PANAMÁ
- RADISSON SANTO DOMINGO
- Radisson GUAYAQUIL

CRUPO SIXSTAR HOTELS

- WYNDHAM Quito Airport
- WYNDHAM GARDEN Quito - Guayaquil
- TRYP BY WYNDHAM GUAYAQUIL
- WYNDHAM Guayaquil Puerto Santa Ana
- WYNDHAM Guayaquil
- LA QUINTA BY WYNDHAM QUITO

EUROBUILDING HOTELS

Ecuador

- eb HOTEL QUITO

MOVICH HOTELS

Colombia

- MOVICH HOTELS

STANZIA
CONSULTORIA Y OPERACION HOTELERA

Colombia

- Best Western PLUS
- DoubleTree by Hilton

HOTEL CHAINS

EVENIA HOTELS

Latam

RIU HOTELS & RESORTS

Barceló HOTELS & RESORTS

MEGAPOLIS HOTEL

BELMOND

Peru

CENTRAL HOTEL PANAMÁ by ToCo group

GRAN EVENIA PANAMÁ ★★★★★ HOTEL

GRAN EVENIA BIJAO ★★★★★

RIU PLAZA

Barceló HOTELS & RESORTS

DECAPOLIS HOTEL

BELMOND MIRAFLORES PARK LIMA

CLIENTS AND PARTNERS

Associations

ACORL Asociación Colombiana de Otorrinolaringología, Cirugía de Cabeza y Cuello, Maxilofacial y Estética Facial.

Asociación Colombiana de Endocrinología, Diabetes y Metabolismo — Fundada en 1950

cotelco Asociación Hotelera y Turística de Colombia

ACN Asociación Colombiana de Neurología

Sociedad de Anestesiología y Reanimación del Valle del Cauca

acop ACADEMIA COLOMBIANA DE ODONTOLOGÍA PEDIÁTRICA

anato Asociación Colombiana de Agencias de Viajes y Turismo

Fenalco

Pharmaceutical Industry

Pfizer

SANOFI

Ropsohn Laboratorios Ltda.

Golden Medical Group Colombia

TECNOFARMA

octapharma

werfen

Cruz Roja Ecuatoriana

esri

GRUNENTHAL

DEKAMEDIKA

Johnson & Johnson DE COLOMBIA S.A.

Global Neuro

JANSEN

Agencies

BCD travel

Travel Trip assistance

igloolab

UNIVERSAL TRAVEL

AVIATUR

DMC group

TERRANOVA Diseño de Viajes

mci

G&S CONGRESOS & CONVENCIONES

Commerce and Industries

OMNILIFE GENTE QUE CUIDA A LA GENTE

ARGOS

Technology

ANDICOM CONGRESO INTERNACIONAL DE TIC

Affiliations and Alliances

LIMA Buró de Convenciones y Visitantes Convention and Visitors Bureau

BAC&VB

APPCE Asociación Panameña de Profesionales en Congresos, Exposiciones y Afines

CARTAGENA DE INDIAS CONVENTION & VISITORS BUREAU

Aifec Asociación Colombiana de la Industria de Ferias Congresos, Convenciones y Actividades Afines

AVIXA

MPI

corferias Bogotá Centro Internacional de Negocios y Exposiciones

CÁMARA OFICIAL ESPAÑOLA DE COMERCIO E INDUSTRIA DE QUITO

GREATER BOGOTA CONVENTION BUREAU

Invest in Bogotá

ASOEVENTOS

Swisscham Ecuador Cámara de Industrias, Comercio y Servicios

CONVENTION CENTERS

CENTRO DE EVENTOS
VALLE DEL PACÍFICO

ÁGORA
BOGOTÁ
CENTRO
DE CONVENCIONES

LAS
AMÉRICAS
Resort y Centro de Convenciones
CARTAGENA DE INDIAS

blue gardens

ESTELAR
SANTAMAR
HOTEL & CENTRO DE CONVENCIONES
SUPERIOR
SANTA MARTA

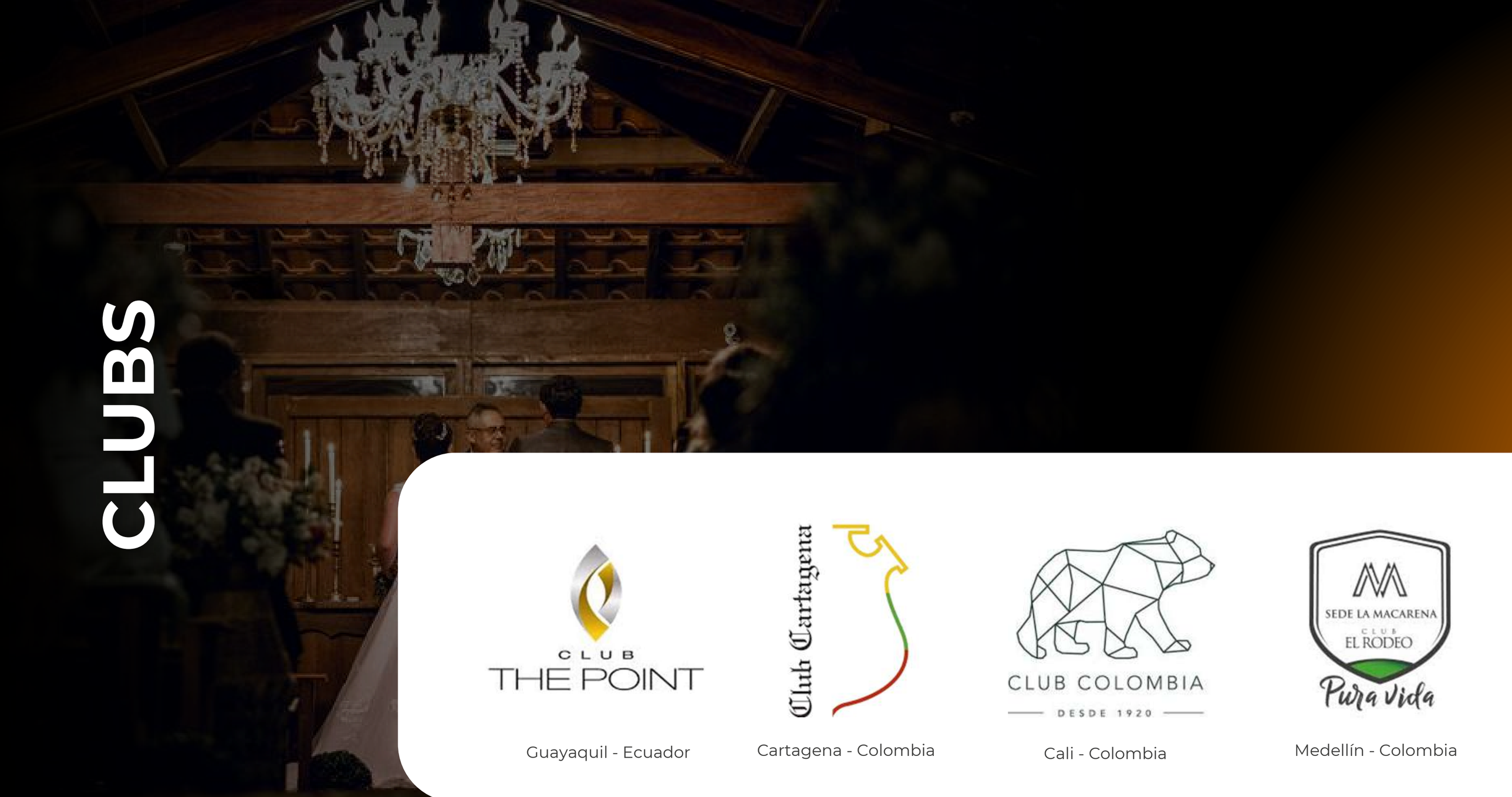
ESTELAR
CARTAGENA
DE INDIAS
HOTEL & CENTRO
DE CONVENCIONES

DANN
CARLTON
HOTEL
&
CONVENTION CENTER
BARRANQUILLA



MEGAPOLIS
CONVENTION CENTER
PANAMÁ

CLUBS



CLUB THE POINT

Guayaquil - Ecuador

Club Cartagena

Cartagena - Colombia

CLUB COLOMBIA

DESDE 1920

Cali - Colombia

SEDE LA MACARENA

CLUB EL RODEO

Pura Vida

Medellín - Colombia



PLATAFORMA
Event Production Company

10 KEY DIFFERENTIATING FACTORS

The pillars that make our partnership a strategic decision.

01

IN-HOUSE OPERATIONS

AVAILABILITY, SUPPORT, AND OPERATIONAL CONTINUITY



EQUIPMENT INSTALLED IN HOTELS AND CONVENTION CENTERS

Plataforma AV installs, maintains, upgrades, and operates audiovisual equipment across different properties.
In addition, we provide any extra equipment required, ensuring an on-site inventory of stored equipment within your property to support and complement the operation of event spaces.

02

MAINTENANCE & REPLACEMENT

LOWER COSTS, SPEED, AND EQUIPMENT AVAILABILITY, ENSURING OPERATIONAL CONTINUITY

ESSENTIAL SERVICES FOR UNINTERRUPTED OPERATIONS

We guarantee the maintenance, renewal, and strategic replacement of audiovisual equipment, ensuring updated technology, immediate availability, and continuous operation to meet the needs of every event and property.



03

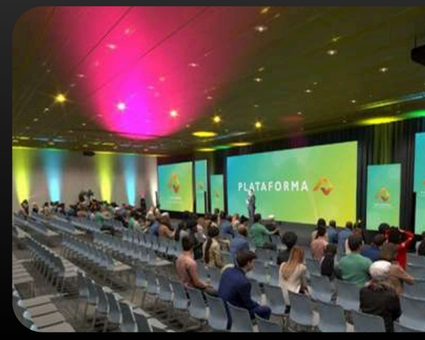
FROM TECHNICIANS TO EVENT PRODUCTION ADVISORS

DEDICATION AND PROFESSIONALISM AT YOUR SERVICE

Specialists in event technology and production.

- Budget preparation
- Participation in site inspections
- Weekly meetings and forecast follow-up
- Customized rendering services











04 KEY ACCOUNT MANAGER

FAST AND RELIABLE RESPONSES

- Professionals trained in the Meetings Industry.
- Continuous training through AV SCHOOL
- Certifications for clients and partners

40
Ejecutivos de Cuenta **Certificados por MPI**

MPI MEETING ESSENTIALS

VERIFIED SUSTAINABLE EVENT STRATEGIST MPI VERIFIED

80
Técnicos Audiovisuales con **Cetificación RAVT de Avixa**

AVIXA
Audiovisual and Integrated Experience Association



05 LARGE-SCALE EVENT PRODUCTION

COMPREHENSIVE SERVICE PORTFOLIO

Experiences

- General assemblies
- Social celebrations
- Congresses
- Trade shows
- Workshops
- Among others

Technology

- Curved LED screens – 2.6 pitch
- LED Totems
- 4K CCTV
- Chroma Key
- Professional lighting
- Professional sound systems

Solutions

- AI-powered simultaneous interpretation (Spikia)
- Scenic design
- Digital content creation
- Holography
- Event logistics
- Watchout systems
- Streaming services
- Video production
- Conventional simultaneous interpretation (Infrared/FM)
- Videoconferencing
- Video mapping
- Electronic voting systems
- Zoom, Google Meet, Microsoft Teams
- Truss structures

05

LARGE-SCALE EVENT PRODUCTION

LOWER COSTS, FASTER RESPONSE TIMES, AND EQUIPMENT AVAILABILITY



05



05


suarez
LECCIONES DE VIDA
APASIONADOS
VALIENTES
PERSEVERANTES
ADAPTATIVOS
ADAPTATIVOS
PODEROSOS
GANADORES
CREATIVOS
suarez
LECCIONES DE VIDA

05


PLATAFORMA
Event Production Company
PLATAFORMA
Event Production Company
PLATAFORMA
Event Production Company

05


MARY KAY
"La confianza se construye con
un pequeño éxito trás otro"
-MARY KAY ASH-
10
AÑOS

06

EVENT PREVISUALIZATION

WE ANTICIPATE EVERY DETAIL BEFORE SETUP

RENDER



REALITY



06

PREVISUALIZACIÓN DE EVENTOS

WE ANTICIPATE EVERY DETAIL BEFORE SETUP





07

SHOWROOM

**INNOVATION, TECHNOLOGY,
AND LIVE EXPERIENCES**



08

PARTICIPATION IN INDUSTRY TRADE SHOWS

ACTIVE PRESENCE AT THE INDUSTRY'S LEADING EVENTS









09

A MAJOR CONTRIBUTION TO THE MEETINGS INDUSTRY

LOWER COSTS, FASTER RESPONSE TIMES, AND EQUIPMENT AVAILABILITY

- We are creators and strategic partners of Colombia's leading MICE event, "EXPOMICE," together with Corferias and Fenalco.
- Affiliated with Convention Bureaus and industry associations across LATAM.
- Identification and acquisition of events for destination roadshows
- Commercial support arm for partner hotels



10 OUR TECHNOLOGICAL SOLUTIONS







Spikia

Plataforma Software

Spikia is the multilingual simultaneous interpretation app powered by AI (Artificial Intelligence) that will transform events and meetings.

What do you need?



Wi-Fi or wired network

Mobile device

***For more complex events, additional audiovisual elements or services may be required. Consult your Plataforma advisor.**

DIGITAL SIGNAGE

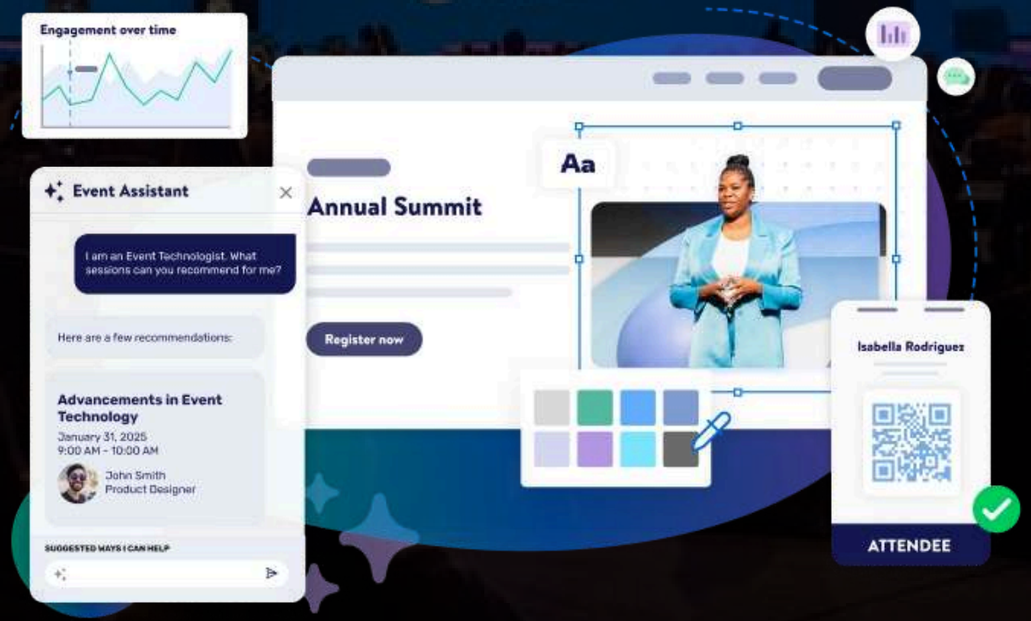
Logical Signage is our comprehensive digital signage solution for space digitalization. We provide both hardware and software for complete content control.
We deliver the digital signage system license **fully installed and configured**.
Additionally, we provide training and ongoing support throughout the implementation process.

Logical Signage | Plataforma Software



DISCOVER CVENT!

Cvent is the all-in-one technology platform that allows you to manage and control the complete lifecycle of your in-person, virtual, and hybrid events.



PLATAFORMA
Event Production Company

cvent

PLATAFORMA
Event Production Company

cvent

01

Cvent Registration

Registration is the first interaction attendees have with your event, and with Cvent Registration it can be fast, clear, and fully personalized.
Create registration paths based on attendee type
Send reminders to incomplete registrants
Customize the entire experience without coding knowledge
Integrate payments, CRM, and ERP systems

02

On Arrival

With OnArrival, event check-in becomes fast and seamless, eliminating long lines with instant badge printing and immediate payment processing when required.
It allows you to:
Register new attendees onsite
Control access and validate attendance
Process donations and payments
Synchronize data in real time
This enables your team to focus on delivering an exceptional welcome experience.

03

Attendeee Hub Event App

Attendee Hub is the app that centralizes the entire event experience.
Attendees can: Access personalized agendas. Interact and network. Participate in surveys and gamification activities. Receive notifications. Watch live-streamed sessions
Additionally, it provides sponsor visibility, lead generation opportunities, and real-time analytics, becoming a direct communication channel with attendees.

FIND THE IDEAL VENUE FOR YOUR EVENT WITH CVENT!

Cvent Supplier Network is a global platform where you can **search and compare event venues** while sending RFPs directly to hotels and convention centers.

We offer:

- Filters by location, capacity, and services
- Increased visibility for featured venues
- Easier proposal comparison and response management
- Strategic partnerships with active hotels and venues
- Access to the best international opportunities
- Faster and more efficient closing processes

PLATAFORMA
Event Production Company

cvent



PLATAFORMA
Event Production Company

DON’T GET LEFT BEHIND!



THANK YOU