GREPALMA
GREMIAL DE PALMICULTORES DE GUATEMALA

V CPAL
CONGRESO PALMERO
GUATEMALA
2027

About CPAL 2027

Palm Oil Congress, CPAL 2027 in its fifth edition, is the flagship technical and scientific event of the palm oil sector in Guatemala and Central America, organized by GREPALMA, the Guatemalan Palm Growers Association. Since its first edition in 2013, CPAL has tracked the sector's evolution: from production consolidation to market access and strategic adaptation, with sustainability as the throughline in an increasingly demanding global environment. A global convening, its past editions have brought together participants from 16 countries.

The V CPAL 2027 will take place 18 and 19 February 2027 at Casa Santo Domingo and Santo Domingo del Cerro, in Antigua Guatemala a UNESCO World Heritage city and the Congress's historic home.

The companies of Guatemala's palm oil sector are building toward a shared goal, sustainable palm oil and CPAL is where that conversation takes place. The global environment is more demanding today: traceability and due diligence across supply chains have raised what market access requires.

Guatemala comes to this conversation with capacity built over decades of work in the field and at the mill. The V CPAL 2027 brings together growers, buyers, regulators and partners around that shared purpose.

For a supplier, buyer or sector partner, V CPAL 2027 is the meeting point with decision-makers across the region's palm oil agribusiness and the platform to position your brand within that conversation.

Who you'll meet

V CPAL 2027 brings together the players who define the present and future of palm oil agribusiness in Guatemala and the region. Over two days, the Congress gathers in one place growers, buyers, regulators, international experts and partners from across the value chain the set of counterparts a company would normally need months and several trips to reach.

It is where productivity, markets and sustainability are discussed at the highest level, and where the relationships built open real business opportunities.

- **International buyers and markets:** end buyers and global brand representatives, refiners and traders who set the conditions for market access.
- **Regulators and institutions:** authorities and representatives of the frameworks governing international palm oil trade, present to observe and engage with the sector.
- **Growers and processors:** Guatemala's and Latin America's leading palm growers and processors, with decision-makers across their agricultural, industrial, commercial and sustainability functions.
- **Technical and scientific expertise:** international experts, the scientific community, research centers, universities and reference institutions from the world's leading producing countries.
- **The sector ecosystem:** technology, input and service providers; government authorities; industry associations, financial institutions and partners from across the value chain.

Why sponsor V CPAL 2027

V CPAL 2027 is the moment and the place where the palm oil sector defines how it will compete in the years ahead. Sponsoring the Congress places your company and your brand within that conversation, in front of decision makers across the region's palm oil agribusiness, in a high-level technical setting with international reach. It means being present where the commercial relationships that shape the sector's business are built.

- **Access to the right audience.**
  Two days of direct contact with growers, processors, international buyers and strategic partners the kind of access that, outside the Congress, would take months to build.
- **Brand positioning backed by technical credibility.**
  Your company is associated with Central America's reference technical and scientific congress for the sector an association that signals seriousness and commitment to the industry.
- **The conditions to do business.**
  The Congress brings current and prospective clients into one space and creates the conditions for the contact from which new commercial relationships and partnerships emerge.
- **International reach.**
  Presence before an audience from 16 countries and the players who define access to global palm oil markets.
- **Proximity to the sector's innovation.**
  Direct contact with the trends, technologies and solutions reshaping the agribusiness and the opportunity to showcase your own before those who will adopt them.

Main Sponsorship Categories for the V CPAL 2027

GOLD	SILVER	BRONZE
US$7,850.00	US$4,575.00	US$2,500.00

GOLD SPONSOR — US$7,850.00

The Congress's highest tier of standing and recognition. Designed for companies seeking to position themselves as strategic partners of the palm oil sector, with maximum institutional visibility, access to exclusive networking spaces and a prominent presence throughout the event cycle.

Includes:

- A booth in a high-traffic location, selectable within the Congress's commercial area with double-sided exposure (front and back).
- Badge, catering and conference access for 2 people staffing the booth.
- Premium brand visibility across the Congress website, digital displays, official signage, event report, and institutional publications.
- Logo displayed larger than other sponsors' on official Congress materials (website and press release).
- One individual brand-recognition post on the Congress's official channels.
- Placement of a banner in the area designated by the organizers.
- Priority access to the B2B Business Lounge.
- Exclusive access to the Gold Sponsor VIP Lounge.
- One complimentary pass to invite a strategic client, with access to the Congress and to its networking spaces.
- Recognition and formal acknowledgment during the official opening ceremony.
- Host role at the official Gold Sponsor networking session, with prominent brand presence throughout the activity.
- Inclusion in the official V CPAL 2027 communications before, during and after the event.
- The right to identify itself as a Gold Sponsor of V CPAL 2027 in its corporate communications, using the official sponsor lockup.

Positioning benefit: your brand is associated with the palm oil sector's reference technical forum, at the Congress's highest level, accompanying it before, during and after the event.

SILVER SPONSOR US$4,575.00

A category for companies seeking to strengthen their commercial positioning, generate business opportunities and increase their visibility before the main players in the sector's value chain.

Includes:

- A booth in a selectable location within the exhibition area, with double-sided exposure (front and back).
- Badge, catering and conference access for 2 people staffing the booth.
- Brand presence on the Congress website, official signage and the event proceedings.
- One individual brand-recognition post on the Congress's official channels.
- Placement of a banner in the area designated by the organizers.
- Priority access to the B2B Business Lounge.
- The right to identify itself as a Silver Sponsor of V CPAL 2027 in its corporate communications, using the official sponsor lockup.

Positioning benefit: your brand gains a solid commercial presence before the sector's audience, within the region's reference technical forum.

BRONZE SPONSOR US$2,500.00

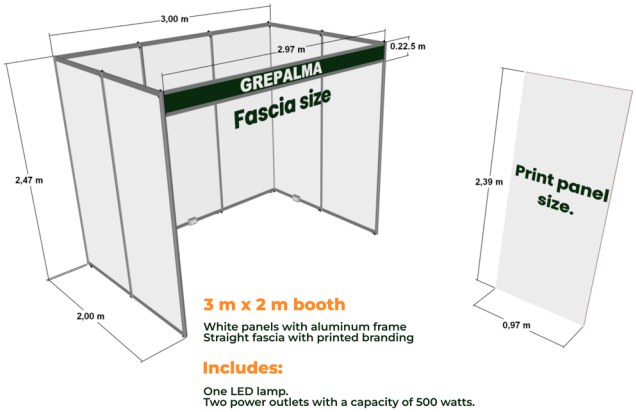
A category designed for companies looking to present their products, services and solutions to Congress participants, strengthening their commercial presence and creating contact opportunities with potential clients and strategic partners.

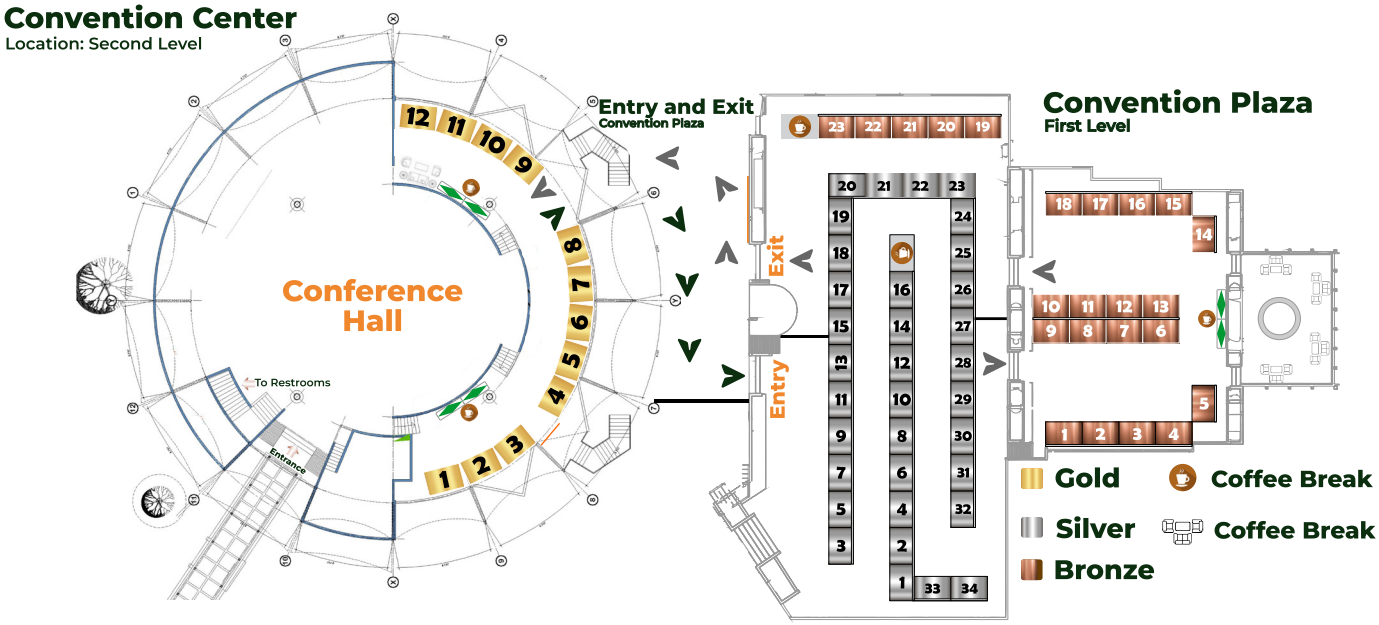
Includes:

- A booth within the commercial exhibition area.
- Badge, catering and conference access for 2 people staffing the booth.
- Access to the Congress's official networking session.
- Access to the B2B Business Lounge.
- Brand presence on signage in the exhibition area.
- Company logo and information on the website and the official event proceedings.

Positioning benefit: the entry point to showcase products, services and solutions to the region's palm oil audience, strengthening brand presence and business opportunities.

Official Exhibition Floor Plans
V CPAL 2027





Additional Sponsorship Opportunities

Connection & Networking Experiences

Associate your brand with one of the Congress's highest-interaction moments. These sponsorships link your company to the hospitality spaces the coffee breaks and the welcome cocktail where attendees connect in a relaxed setting. The sponsor receives prominent brand presence at the sponsored moment and visibility before the gathered audience. *(Custom investment, based on the moment selected.)*

Coffee break (AM) — US$1,800.00

- 3 stations available per day, located in the Silver and Bronze Category area.
- The sponsor may place banners for brand presence and provide information at the coffee break station.

Welcome Cocktail — financial or in-kind contribution

- An opportunity to associate the brand with one of the Congress's most relevant networking spaces.
- Participation may be financial or in-kind, subject to joint review and coordination to ensure the event's standards of experience, image and organization.
- Brand acknowledgment at the opening of the cocktail and prominent presence in the space.

Services that Connect

Associate your brand with the services that keep the Congress running. These sponsorships link your company to infrastructure in constant use by attendees: the event WiFi, the simultaneous interpretation service highly visible to the international audience or the device charging station. The sponsor will receive brand visibility at the Congress in connection with the sponsored service, as well as recognition among the participants who use it, providing continuous exposure throughout the two days of the Congress. *(Investment depends on the service sponsored; please inquire about availability.)*

Mupi — Digital advertising space — US$1,360.00

Full-color digital ad displayed on the digital signage located at Santo Domingo del Cerro, the venue of V CPAL 2027.

Congress Welcome Kit

One of the highest-visibility, longest-lasting placements of the event. Sponsoring the Welcome Kit integrates your brand into the materials handed to every participant at the start of the Congress, linking it to the event's welcome and organization. A high-reach positioning opportunity before a specialized, international audience. *(Investment depends on the product sponsored; please inquire about availability.)*

- **Lanyard (one company) — US$2,600.00.** One-color logo on the lanyard worn by all participants.
- **Pen (one company) — US$1,275.00.** One-color logo on the pen given to each participant.
- **Notebook (one company) — US$1,100.00 per page.** Full-color ad on the inside pages of the notebook given to each participant of V CPAL 2027.

A Taste of Guatemala — Hospitality

V CPAL 2027 presents Guatemala as a reliable origin, and the country's iconic products are part of that story. Through in-kind sponsorships, leading Guatemalan brands contribute their products to the Congress's hospitality spaces origin coffee and national beverages during networking moments in exchange for agreed brand visibility in those spaces. It is an association that connects the brand with the identity of the host country and the exposure of an international event. The company may include a promotional product and informational material in the Welcome Kit handed to participants on the first day. *(In-kind sponsorship, with brand visibility defined by the contribution.)*

Complements for Exhibitors

(available only to companies with a contracted booth)

Machinery Placement — US$1,050.00 (3 available spaces)

Exhibition space for large-format machinery, equipment or vehicles related to the agricultural, industrial or transport sector that, due to their dimensions, require display outside the conventional booth format.

- Badge, catering and conference access for 2 people staffing the booth.
- Exhibition space for machinery, equipment or vehicles.
- Brand presence on signage in the area.
- Company logo and information in the official event proceedings.

Importante: *The exhibition of live animals is not permitted. Any machinery to be displayed is subject to hotel approval. Exhibitors must submit the dimensions and specifications of the machinery in advance for review and authorization.*

Additional Staff per Booth — US$400.00

Badge, catering and conference access for one additional person staffing the booth. Per-unit cost; maximum 2 additional people per booth.

Benefits by Category

Benefit	Gold Sponsor US$7,850.00	Silver Sponsor US$4,575.00	Bronze Sponsor US$2,500.00
EXHIBITION SPACE			
Booth of 3×2 m (2.47 m high), with backdrop panels, power outlet and capacity for 2 people	Yes	Yes	Yes
Double-sided booth exposure (front and back)	Yes	Yes	—
EXCLUSIVITY & ACCESS			
Conference access, badge and catering for staff attending the booth	2 people	2 people	2 people
Official Congress networking	Yes	Yes	Yes
B2B Business Lounge	Priority access	Priority access	Standard access
Gold Category VIP Lounge	Yes, exclusive access	—	—
Complimentary pass to invite a key client (access to the Congress and networking spaces)	Yes, one pass	—	—
BRAND VISIBILITY — BEFORE THE EVENT			
Logo on the V CPAL 2027 website	Yes, premium area	Yes, general area	Yes, general area
Logo on the V CPAL 2027 institutional digital announcement	Yes	—	—
Branded post on GREPALMA's social media	Yes, individual mention	Yes, mention alongside the group of Silver	Yes, mention alongside the group of Bronze
Post on GREPALMA's social media promoting the sponsor's booth	Yes	—	—
Mention in the V CPAL 2027 newsletter (pre-event edition)	Yes	Yes	Yes

Benefits by Category

Benefit	Gold Sponsor US$7,850.00	Silver Sponsor US$4,575.00	Bronze Sponsor US$2,500.00
BRAND VISIBILITY — DURING THE EVENT			
Logo on digital displays and official signage	Yes	Yes	Yes
Designated space for a banner and advertising flag at the event venue	Yes	—	—
Mention at the V CPAL 2027 opening ceremony	Yes, as Gold Sponsor	—	—
SPONSOR IDENTIFICATION			
Right to identify itself as a V CPAL 2027 Sponsor in its corporate communications, using the official sponsor lockup	Yes, as Gold Sponsor (during 2027)	Yes, as Silver Sponsor (during 2027)	—
BRAND VISIBILITY — AFTER THE EVENT			
Company logo and information in the Congress proceedings (given to each participant)	Yes, premium area	Yes, general area	Yes, general area
Appearance in V CPAL 2027 post-event videos	Yes	—	—
Mention in the newsletter (post-event edition)	Yes	—	—

Schedule and Sponsorship Confirmation

Taking part as a sponsor of V CPAL 2027 follows a structured process designed to secure each company the category or sponsorship of its choice.

Reservation process

1. **Initial reservation.** Effective upon submitting the registration form and letter of commitment, indicating the category or sponsorships to be acquired. For categories, the booth number to be reserved must be specified. From the date of the initial reservation, the company has 10 calendar days to complete the confirmation steps.

2. **Final confirmation.** Effective upon submitting the signed contract and proof of deposit or full payment of the investment, within the 10 calendar days following the initial reservation.

Important: Important: the booth reservation is confirmed only when the V CPAL 2027 organizing team receives the signed contract and proof of deposit or full payment of the investment.

Schedule

Registration

Starting July 1, 2026

Important: GREPALMA provides only the spaces for advertising material (banners, flags and large-format displays) at the venue. The pieces must be printed to the dimensions indicated for each structure and are supplied by the exhibitor.

Benefits Based on Confirmation Order

Description	Gold Sponsor	Silver Sponsor	Bronze Sponsor
First 3 sponsors to confirm: Building banner. Size: 4.50 × 2.10 m. The hotel does not provide the supporting structure, only the display space.	Yes	—	—
First 8 sponsors to confirm: Banner with metal stand. Size: 1.5 × 2.0 m. The hotel does not provide the stand, only the display space.	—	Yes	—
First 3 sponsors to confirm: Banner for metal stand. Size: 1.09 × 1.09 m. The hotel provides both the stand and the display space..	—	—	Yes

Registration and Information

Register and reserve your space as a sponsor of V CPAL 2027 at: **https://www.grepalma.org/cpal/2027/**

For more information, please contact us.
Email: info@grepalma.org Phone: (502) 3045 0521

Our team will confirm the availability of the category or sponsorship of interest and guide you through the reservation and confirmation process.

Register and be part of V CPAL 2027!

The gathering where the region's palm oil sector demonstrates where it is heading.