

IntegraTEC™ Signs IALD Mexico Chapter as most recent Support Show Sponsor

(Miami – June 30, 2023) With a wide array of audiovisual & systems integration market products for Latin America, Latin Press, a media and events producer, has signed a marketing alliance agreement with the IALD Mexico Chapter in support of its **IntegraTEC™** Conference & Exhibition in Mexico – as **Supporting Show Sponsor**.

With the help of Latin Press staff, IALD Mexico Chapter will coordinate the production of a panel session for lighting design professionals as well as enjoy booth space during the exhibition.

The agreement includes IALD Mexico Chapter publishing the IntegraTEC™ logo & event information on its website as well as promoting the event to its local Mexico members.

Most importantly, Latin Press will support local IALD Mexico Chapter initiatives – both in person and online – with emails, social posts, and newsletter and magazine coverage via **AVI Latinoamerica** – a specialized media for Latin American Audio, Video and Lighting professionals.

"On behalf of **IntegraTEC**, we are pleased to enter into this agreement with the IALD Mexico Chapter," said Max Jaramillo, Managing Director of Latin Press. "Among our different initiatives, lighting design and control is a vital industry segment for our visitors and exhibitors. We're making a concerted effort in the building automation space where IALD and their designer members play an important role."

"We are excited to explore the opportunities offered by IntegraTEC™," said Brenda Castillo, co-coordinator of the IALD México Chapter. "To see how technology affects and helps our job as lighting designers is a primary concern."

Finally Veronica Marin, Project Manager of **IntegraTEC™** said, "We are confident that with this collaboration, we will create more opportunities for the Latin American integrator and end-user client."

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About International Association of Lighting Design (IALD)

The International Association of Lighting Designers (IALD) is a non-profit organization dedicated to advancing the global profession of lighting design through leadership and advocacy, and serving members by promoting education, community and engagement. Founded in 1969, the IALD has over 1,500 members in more than 70 countries. The association's members are professional lighting designers who have met rigorous qualification standards. The IALD provides its members with a variety of resources and services, including:

- Continuing education and professional development programs
- Networking opportunities with other lighting designers
- A code of ethics and professional standards
- A certification program for lighting designers
- An awards program that recognizes outstanding lighting design projects

IALD also advocates for the profession of lighting design on a global level. The association works with government agencies, industry organizations, and other stakeholders to promote the use of lighting design to improve the built environment such as:

- Sets the global standard for lighting design excellence
- Promotes the advancement and recognition of professional lighting designers
- Provides its members with a variety of resources and services
- Advocates for the profession of lighting design on a global level

For more information, please visit <https://iald.org/>.

About IntegraTEC™

IntegraTEC™ is a leading pro a/v & systems integration conference in Brazil, Colombia and Mexico, drawing thousands of professional integrators, dealers, and broadcast professionals to learn and network from industry professionals in the fields of a/v • building automation • datacomm • broadcast, and also organizes the **CALA Awards** for best integration project. For more information, please visit <https://www.integrattec.show/en/>

About Latin Press

Based in Miami, Latin Press is a business-to-business media and events firm specializing in systems integration, building automation, electronic security, and HVAC industries, among other areas. It produces the newly re-branded systems integration exhibition – IntegraTEC™ with yearly editions in Brazil, Colombia and Mexico. For more information, please visit <https://www.latinpressinc.com/en>