

**U\$S 2,000 millions**  
in loan applications

**+180,000**  
visitors

**+600**  
exhibiting  
companies

**6**  
bovine  
breeds

Representatives  
from  
**46 countries**

**6** auctions  
with **90,000**  
head of cattle

**124**  
activities in the  
auditoriums

**7**  
auditoriums

**+60**  
political  
actors

**13,392**  
attendants  
in the  
auditoriums

**200**  
liaison meetings

**37**  
machines presented in  
the Technodrome

**23**  
companies  
participating in the  
Technodrome

**52 ads** published in Clarín & La Nación

**5,000** seconds on TV

**78,000,000** web banners impressions

**35,000** seconds on radio

**3 special supplements** published in Clarín & La Nación

**30 ads** published in other media

**+9,500** streaming views

**+190** Institutional, business and informative press releases

**30 hours** of streaming transmissions

**24** Newsletter

**110** streaming interviews

**1,500** accredited journalists

**2,141** posts on social media

**+7,000** media repercussions

**+20K** interactions with ExpoBot

**12** media stands

**2,500,000** total reach in social media