


BRANDING OPPORTUNITIES 2023

 **wtm**[®]
LONDON
6-8 November 2023



 In the business of
building businesses

WORLD TRAVEL MARKET LONDON: AN OVERVIEW



How will sponsorship at the show benefit you?

WTM London provides the perfect platform for travel businesses and destinations to boost and elevate their profile and potential. Here's how you can achieve this by benefiting from on site branding at the event.

- Place your brand in front of the biggest names in travel, with over 35,000+ visitors, exhibitors, buyers and trade media from over 184 countries
- Benefit from a wide variety of print and digital brand placement opportunities
- Provide thought leadership to the WTM audience by discussing the trends that will play a crucial part in the direction of travel
- Beat the competition – your presence gives you that leverage

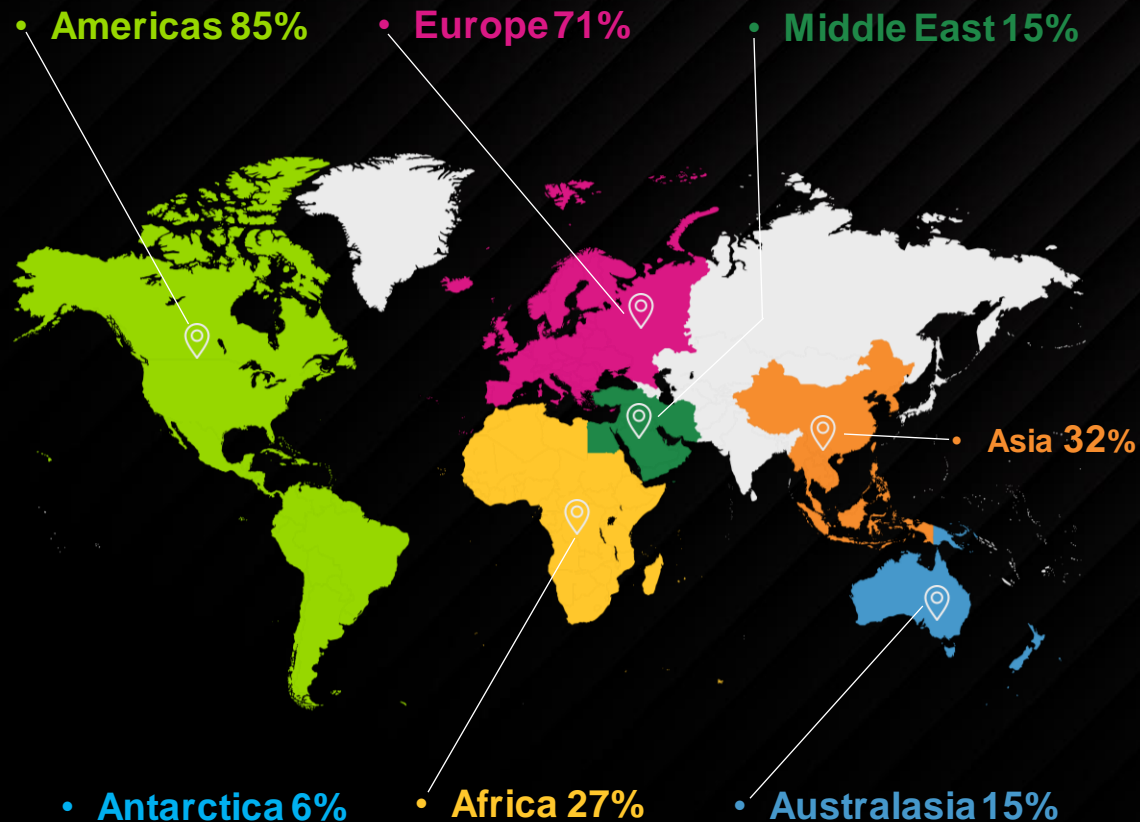


WTM LONDON IN NUMBERS



Attendees from over 184 Countries

Geographical regions buyers are interested in doing business with:



Buyers by Job Function

Manager 39%

CEO / President / Owner 34%

Director 27%

Over 35,000 Industry professionals

5000 Buyers

61% Buyer purchasing responsibility



Over 98k followers
17k Total Engagement



Over 88k followers
1.3m Organic Impressions



Over 14k followers
174k Organic Impressions
10k Engagements

For more information visit: www.wtm.com/london

ONSITE BRANDING

Get your brand in front of every visitor while they make their way to WTM London - From public transport, to the entrance to the halls; you can make your brand stand out.

CUSTOM HOUSE (West Entrance Branding)



CUSTOM HOUSE HANDRAIL BANNERS

Double-sided banners, seen from inside the walkway and from the west taxi drop-off

Double-sided | x7 available (sets of 2)



CUSTOM HOUSE TRIANGLE BANNERS

Placed either side of the transverse banners, these provide an alternative option for your branding

Single-sided | x5 available (set of 2)



CUSTOM HOUSE TRANSVERSE BANNER

Large overhead banners located on the walkway from the DLR station, get in front of people straight away

Double-sided | 2 per region available

CUSTOM HOUSE



CUSTOM HOUSE LARGE SCREEN

The 4m wide double-sided screen is perfect for welcoming attendees from the station

x2 Available



CUSTOM HOUSE WALKWAY LIGHTBOX

Located on the Custom House walkway, these two light boxes are ideal for static imagery

Single-sided | Includes 2 light boxes



CUSTOM HOUSE DIGITAL SCREENS

Go digital – advertise on all of the six digital screens located along the walkway to the west entrance

EXCLUSIVE – 10 SLOTS

WEST PODIUM



WEST PODIUM 6 SHEET

Double-sided illuminated poster site,
directly outside the main entrance

Double-sided | Set of 3 (Exclusive)



WEST PODIUM TRIANGLE BANNERS

These sit alongside the north edge of
the west podium, in view of attendees
outside

Single-sided | Set of 6 (Exclusive)



EXTERNAL DIGITAL COLUMNS

Illuminated columns placed outside the
West Hall entrance in view of
attendees coming into the event

4-sided | in set of 2

WEST PODIUM



WEST PODIUM DIGITAL SCREEN

In full view from our west podium.
Perfect for dynamic content and
messaging

Shared use | 3 minute slots available



WEST PODIUM TRIANGLE BANNERS

Stand out! This surrounds our west
entrance and is our most impactful
external site

Exclusive use



WEST PODIUM FLAGS

Situated at the top of the stairs leading
the main west entrance

Double-sided | Flags for all 6 Under
flag Banner (set of 3)

WEST PODIUM ACTIVATION



Placed below the Royal Victoria Staircase, a prominent, busy area near WTM's busiest entrance at West

Bespoke

BOULEVARD



BOULEVARD WELCOME LED SCREEN

“Sense of Arrival” for main front LED Wall covering the pillars on both side

Exclusive



BOULEVARD DIRECTIONAL SCREENS

Our digital centrepiece in the boulevard. For a 10-second video shown on all 6 locations, 8 screens. Once every 3 minutes approx

Shared use |Branding on all 6 locations | double-sided

Adverts placed in a loop.



BOULEVARD CYLINDER SCREEN

Illuminated digital centrepiece in the boulevard.

Exclusive

Adverts placed in a loop.

BOULEVARD



BOULEVARD DIGITAL HANGING SCREEN

Our digital centrepiece in
the boulevard

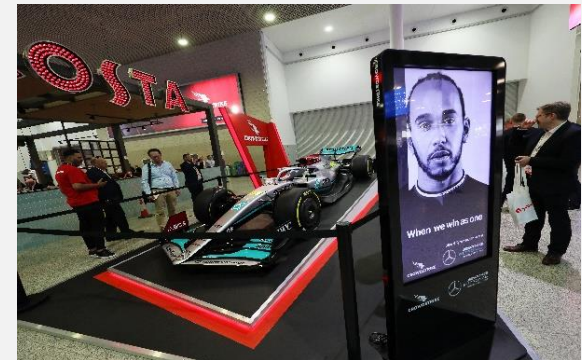
Exclusive use



BOULEVARD CENTRAL BANNERS

3mx6m banners can be placed
between hall entrances 4 and 5

Double-sided | x7 available (set of 2)



BESPOKE OPTIONS

Showcase your brand outside of your
hall stand space with various
activation placements in
the boulevard.

DISCUSS WITH TEAM

BOULEVARD BRANDING



BOULEVARD SUPER BANNERS

These supersized banners can not be missed as you walk down the boulevard

Double-sided BB1, BB3 & BB5

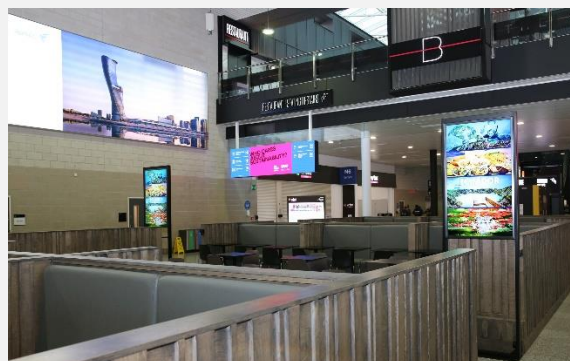


BOULEVARD 96 SHEET

Wall mounted throughout the boulevard, these large format sheets are illuminated

Single-sided | 15 available | S1-5

BOULEVARD BRANDING



BOULEVARD RAZOR SCREENS

x17 double-sided digital screens,
around the eatery areas within the
boulevard

x12 10" slots available | 17 screens

Adverts placed in an advert loop.



BOULEVARD DIGITAL ARCH

Located on the boulevard near the
East Entrance, this double-sided digital
arch is one WTM's most impactful
brand opportunities

Double-sided | 1 available |
Exclusive

BOULEVARD DIGITAL HALL ENTRANCE



DIGITAL HALL ENTRANCE S 1,2,4,5 & 7

This discounted bundle has everything you need to create an impactful hall entrance

1 x Digital Panel | Rear panel | x2 side panels |
(Exclusive per entrance)

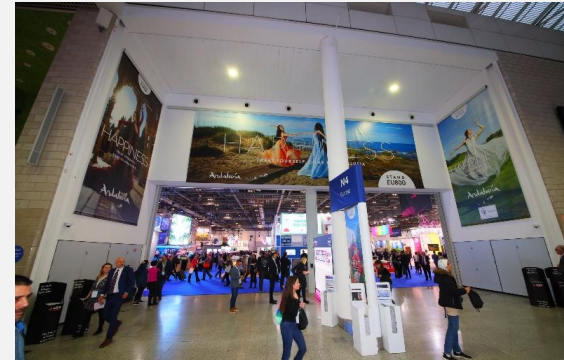


DIGITAL HALL ENTRANCE S 1,2,4,5 & 7

This discounted bundle has everything you need to create an impactful hall entrance

Digital Rear panel | x2 Digital Side Panels |
(Exclusive per entrance)

This discounted bundle has everything you need to create an impactful hall entrance

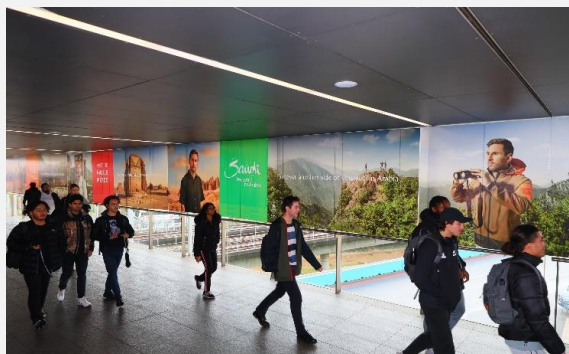


This discounted bundle has everything you need to create an impactful hall entrance

ONSITE BRANDING

Get your brand in front of every visitor while they make their way to WTM London – From public transport to the queue to enter the halls, you can make your brand the most visible possible.

PRINCE REGENT (East Entrance Branding)

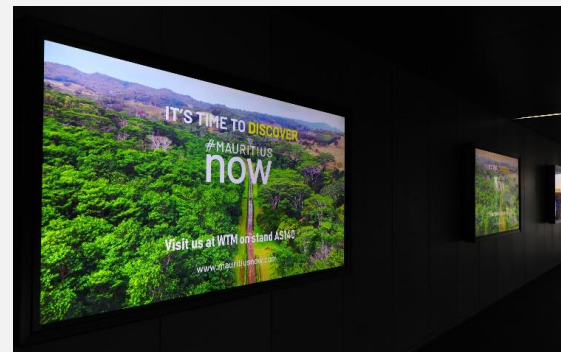


PRINCE REGENT GLASS WALKWAY

Go Big! Seen along the Prince Regent External Walkway prior to entry to East Entrance

Exclusive |

SOLD



PRINCE REGENT EXTERNAL SCREENS

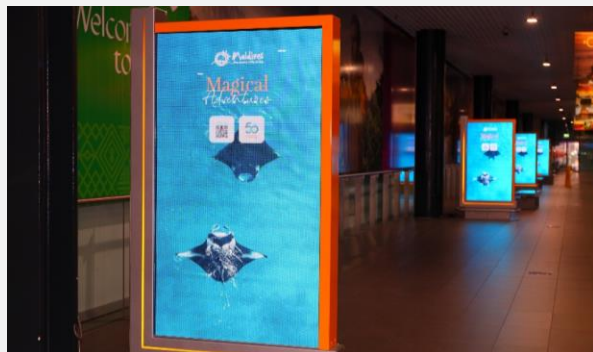
These digital screens located on the Prince Regent walkway will get your brand noticed for anybody arriving at East Entrance

1 x slot | 10 seconds

ONSITE BRANDING

Get your brand in front of every visitor while they make their way to WTM London – From public transport to the queue to enter the halls, you can make your brand the most visible possible.

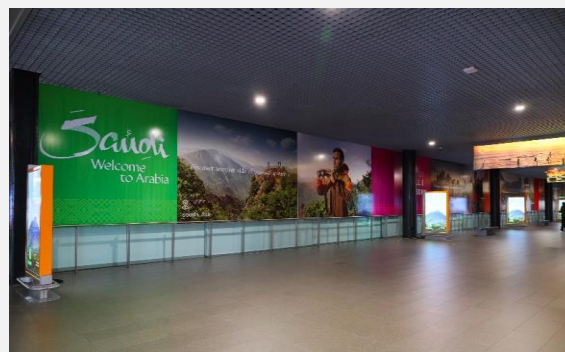
PRINCE REGENT (East Entrance Branding)



PRINCE REGENT INTERNAL WALKWAY SCREENS

Go Big! Seen along the Prince Regent Walkway

10 Sec Slot | Double-Sided



PRINCE REGENT WALKWAY BRANDING

Be seen as a dominant brand along the Prince Regent Walkway, again great for brand exposure

SOLD

Exclusive |



PRINCE REGENT HANGING DIGITAL SCREEN

These overhead digital banners located on the Prince Regent walkway from will get your brand noticed for anybody arriving at East Entrance

Double-sided | 3 available

OTHER SPONSORSHIP OPPORTUNITIES



MOBILE APP

The WTM London App will allow your customer to connect directly with you and enable you to get the most from the show.

Options available:

- Headline Sponsorship: including Your logo on the app splash screen, Promoted, Push Notifications & Branding on dedicated marketing materials
- Promoted banners

SUBJECT TO AVAILABILITY



WTM EVENT GUIDE

The WTM Event Guide is the perfect opportunity to raise awareness of your participation at the event through impactful branding.

Options available:

- Inside Front Cover (Exclusive)
- Back Cover (Exclusive)
- Full Page
- Half Page

LIMITED AVAILABILITY

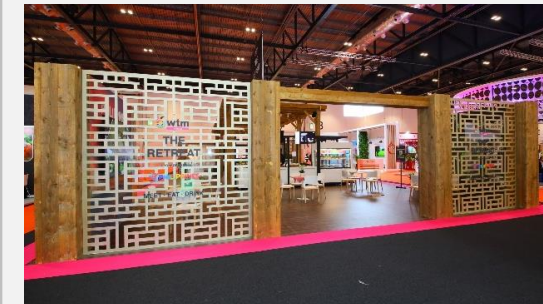


BUYERS' LOUNGE

Align your brand with this exclusive area for Buyers, VIPs and CEOs, who are final decision-makers and budget holders in end-user organisations. This opportunity gives you:

- Prominent branding on Buyers' Lounge
- Pre-event and onsite branding on WTM comms to Buyers
- Opportunity to present destination briefing
- Option to takeover hospitality/catering within lounge

EXCLUSIVE OPPORTUNITY



FEATURE SPONSOR

Position your company or destination as a leader in sustainability, gastronomy or wellness to WTM's attendees and align your tourism offering with the feature or stage.

This area will provide the opportunity to provide immersive networking experiences.

Enquire for details about WTM 2023 Features.

DETAILS UPON REQUEST

For more information visit: www.wtm.com/london

POINTS OF INTEREST



REGISTRATION

Position your destination in front of WTM's attendees by taking over WTM online and onsite registration, one of the busiest areas of the event. Spread across 3 months, this branding campaign gives you the highest visibility pre-event and onsite. Upgrade your package and purchase a promotional branding opportunity in the entrance area.

EXCLUSIVE OPPORTUNITY



NETWORKING BAR

WTM's Networking Bars are widely considered the central hub of each respective hall.

Strategically placed in a prime location on the floorplan, plus a high traffic area, the Networking Bar is the ideal spot to promote your destination as industry leading.

SUBJECT TO AVAILABILITY



INFORMATION POINT

Located within the halls or boulevard, both high traffic areas. Your brand will takeover the Information Point. In addition, you will receive the exclusive right to distribute literature to visitors on entry and direct them to your stand.

EXCLUSIVE

For more information visit: www.wtm.com/london

OTHER SPONSORSHIP OPPORTUNITIES



YOU ARE HERE BOARDS

Your logo, branding and stand will be included/highlighted on each board



LANYARDS

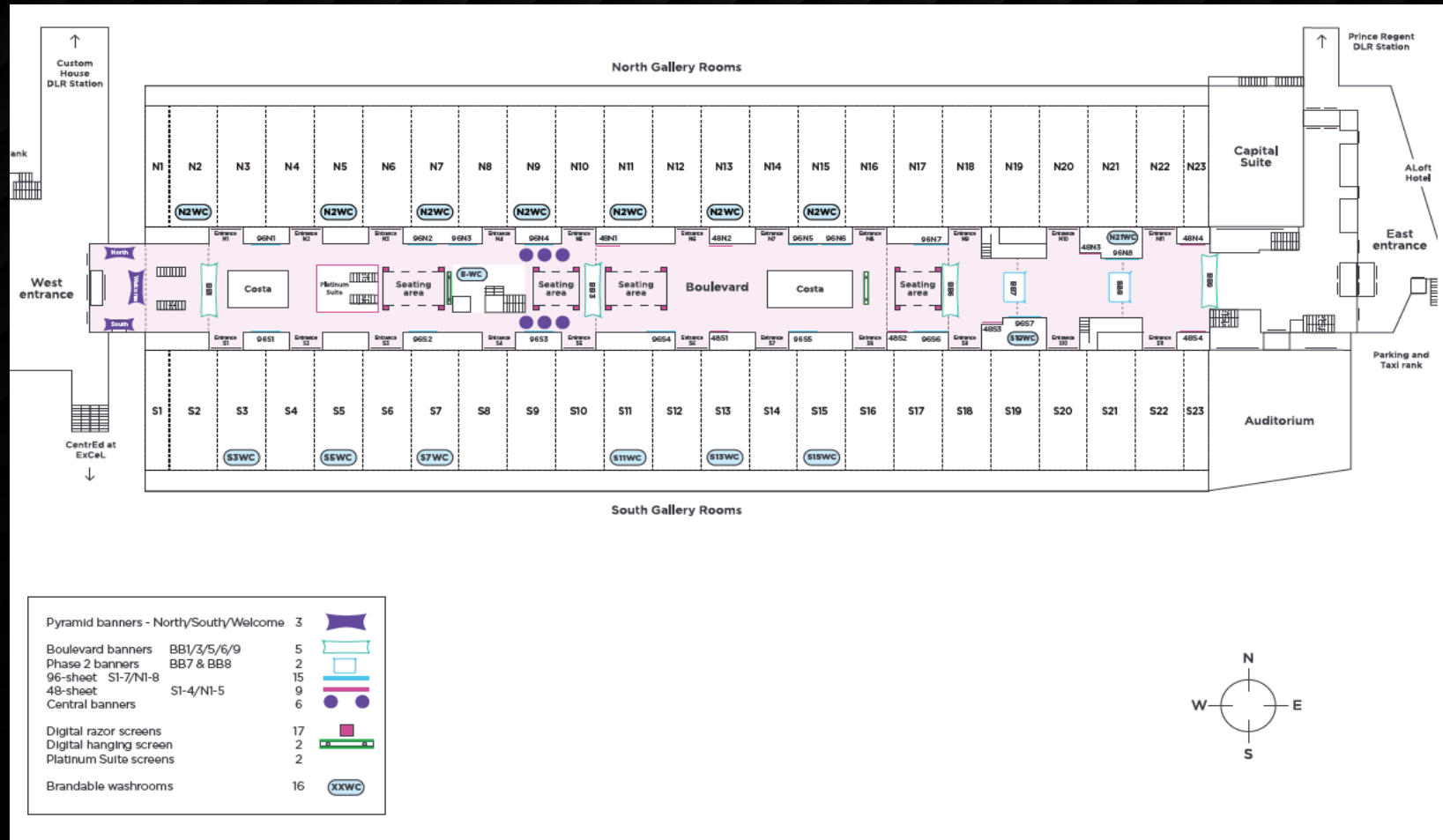
Lanyards handed out in the registration area are branded with your logo and company name



MEDIA CENTRE

Branding in press lounge, meet with members of the media, with an opportunity to sponsor a lunch and distribute giveaways.

ONSITE BRANDING



KEYNOTES AND SEMINARS

	CONFERENCE SESSIONS
Description	Provide thought leadership to the industry with a dedicated keynote session relating to your destination, company or area of expertise.
Leads	Leads for speaking sessions provided
Capacity	Approx. 150 delegates
Duration	45 minutes
Pre/onsite Branding	Inclusion in Event Programme
Common conference themes at WTM	

