

**Explore  
new  
horizons**



**wtm**<sup>®</sup>


LATIN AMERICA


**10**  
YEARS




# WTM Latin America 2023


## General Information

 Venue: Expo Center Norte exhibition centre  
- Rua José Bernardino Pinto, 333, V.  
Guilherme São Paulo

 Date: April 3 to April 5, 2023  
White and green pavilions

 Social media:  
@wtmlat  
[#ExploreNewHorizons](https://www.instagram.com/explore/newhorizons)

 Website: [latinamerica.wtm.com](https://latinamerica.wtm.com)

 Opening times:  
03 and 04/04 - from 12.00 to 20.00  
05/04 - from 12.00 to 18.00



- ASIA AND OCEANIA
- BRAZIL
- LATIN AMERICA
- NORTH AMERICA
- MIDDLE EAST AND AFRICA
- EUROPE
- HOTELS AND CAR RENTALS
- TRAVEL TECH
- TOUR OPERATORS AREA



**PRESS Centre**



	CANALETA HIDRÁULICA
	EXTINTOR DE INCÊNDIO PÓ QUÍMICO ABC
	EXTINTOR DE INCÊNDIO ÁGUA PRESSURIZADA
	COLUNA COM ESCADA MARINHEIRO
	COLUNA COM CANOS DE ÁGUA PLUVIAL
	COLUNA COM HIDRANTE
	COLUNA

Evento:	REALIZAÇÃO
WTM 2022	INÍCIO DO REVENDE
AVANÇADO 2022	03/11/2022
PRÉVIO 2022	02/11/2022
PÁVILA DE PAULA	01/11/2022
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	31/02/2023

# Highlights 2023

- Celebration of 10 years of WTM Latin America
- Theme: Explore New Horizons
- Theme Theatres:
  - Explore Technology
  - Explore Transformation
  - Explore Trends
- Tools to improve exhibitors' ROI:
  - ConnectMe (meeting scheduling platform)
  - Exhibitor Dashboard
  - Emperia
- Buyers Programs
  - Hosted Buyers
  - Buyers' Club
  - Travel Agents
- 3rd Responsible Tourism Award
- 3 Speed Networking Sessions
- Digital Influencer Lounge in partnership with ABBV
- Press Centre



# Registration



## PRESS AND DIGITAL INFLUENCERS

Registration should be done through the site:  
[latinamerica.wtm.com](http://latinamerica.wtm.com).

**PRESS ADVISOR:** registration should be done by the exhibitor at the Exhibitor's portal up until April 2, 2023.



Each exhibitor will be entitled to two (2) badges for its advisors (PR Exhibitor). Advisors accompanying non-exhibiting clients are registered as visitors.



4. Your badges will be available for collection at the Registration Desk when build-up begins. Please bring photo ID to collect your badge.

Exhibitor summary **Register badge names** Purchase badges Receipts / Invoices

### Badge allocations

Allocation	Description	Assigned	Purchased	Total	Registered	Remaining
Exhibitor badge allocation	Exhibitor staff badge	4	0	4	1	3
Exhibitor PR badge allocation	Each MSH is entitled to 1 badge in addition to your free staff allocation for PR's representing your company at WTM.	3	0	3	1	2
Services pass	Auxiliary pass: Valid ONLY during open period	Unlimited	0	Unlimited	0	Unlimited
Cleaner pass	Auxiliary pass: Valid during build-up/open period/breakdown	Unlimited	0	Unlimited	0	Unlimited
Security pass	Auxiliary pass: Valid				Unlimited	Unlimited
Standbuilder pass	Auxiliary pass: Valid			Unlimited	0	Unlimited

Register badges

Badge type

- This value is required.

Please select...

- Cleaner
- Exhibitor Staff
- PR Exhibitor**
- Security
- Services
- Standbuilder

# Media Partners 2023



PANROTAS

AV la agencia de viajes  
Una publicación de LADEVI  
MEDIOS Y SOLUCIONES

m&e  
mercado&eventos

RÉPORT  
Américas

Traffic  
AMERICAN.COM  
NOTICIAS DE TURISMO DE AMERICA & EUROPA

Turiweb  
Noticias de turismo y viajes

GRUPO  
EXCELENCIAS

BrasilTuris  
JORNAL

RÉPORT

TRAVEL  
2LATAM

abby  
Associação Brasileira de Blogs de Viagem

RÉPORT  
Colombia  
Al Día

MUNDO  
TURISTICO  
Su revista en América Latina

TRAVEL3

wtm®  
LATIN AMERICA  
10 YEARS

(\*) Hosted

# Press Centre



**Computers with internet** access will only be available in the exclusive area for News outlets.



The official **photos** of the event will be available on demand to journalists at the event, and are updated at the end of each day



**Press-Kit:** should be placed in the press room, between 14.00 and 17.00, starting on Sunday, April 2. We suggest the use of a Digital Press Kit, with QR Code printing. In the case of printed Press Kits, we recommend about 20 per exhibitor. On Wednesday April 5, starting at 16.00, be sure to collect the unused kits.



**Information Board:** a collective, collaborative and interactive agenda will be available on site for journalists' Save The Date. Anticipate your initiatives.



# Digital Influencers Lounge



The **Digital Influencers Lounge** is a networking space between digital influencers and public or private organisations. Take advantage of the opportunity to carry out actions in this space.

One of the successful initiatives at the 2022 edition was the Chat with Influencers, in which we set aside some time for a conversation between interested exhibitors and influencers. These are 15-minute appointments that have to be booked in advance. **Deadline: Friday, March 24, 2023.**

In this edition, it will include the institutional partnership of the Brazilian Association of Travel Blogs - ABBV.





# Increase your reach

## Journalist's Guide

The Journalist's Guide is a material that is exclusively produced for delivery to the journalists who visit the event looking for subject matter for their publications.

Tell us what you have planned, latest developments, innovations, partnerships, events, among others, and send them to us in a press-release format, one page, font 12, .docx format.

**Important:** Remember to include the agency's or the advisor's data.

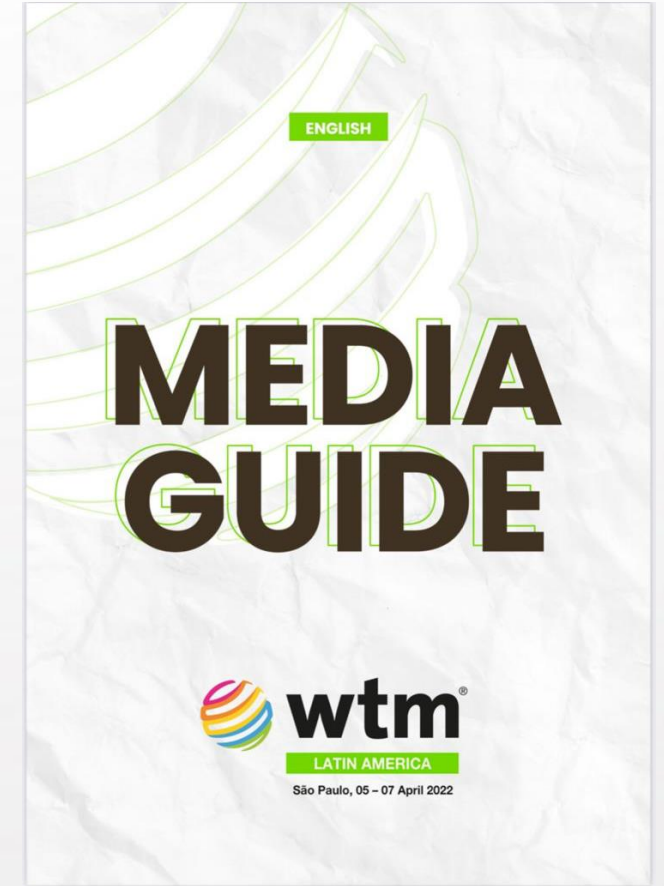
Examples:

- Marketing / PR campaigns
- Projects, events and celebrations
- Cases
- Innovation and updates
- Partnerships you would like to emphasise

**Deadline: Friday, March 24, 2023**

Send your information to:

[marcia@comunicahub.com.br](mailto:marcia@comunicahub.com.br)



# Press conferences

The press room can also be used for press conferences of the exhibitors' brands, an initiative that has proven to be very interesting and also reaches the international media invited to the event. **Deadline: Friday, March 24, 2023**  
Send your information to: [marcia@comunicahub.com.br](mailto:marcia@comunicahub.com.br)



# Digital Opportunities

Our online channels are launch pads for innovation in products and technologies, delivering high-level education and consumer insights for travel professionals.

**We have the right product for you.** Each digital sponsorship opportunity has been built with your business objectives in mind.

Look for these symbols when thinking about an opportunity to make sure it covers your objective.



## Lead Generation

Get enquiries from our audience of travel professionals with their contact information.



## Brand Awareness

Get your brand and products out in the industry to raise awareness and engagement from our audience.



## Thought Leadership

Be recognised by your target audience as authority and experts in your area of specialism over and above your competition.

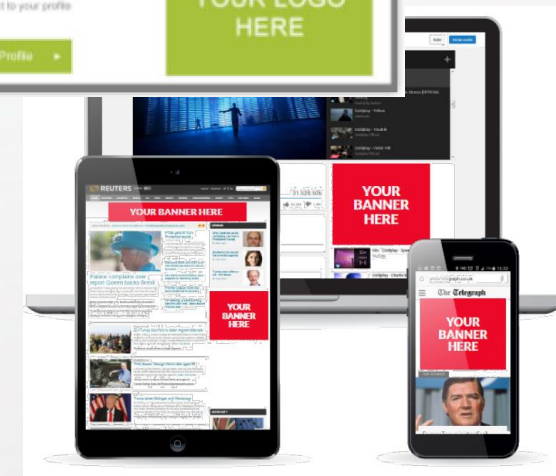
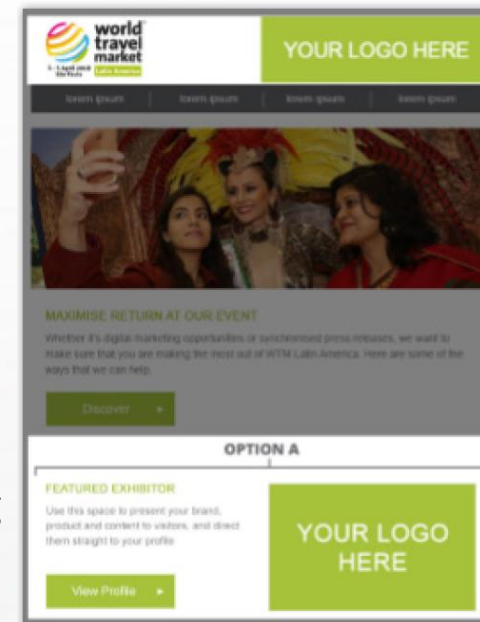


## Promote your presence at the show

Highlight that you will be attending WTM Latin America to the decision-makers. This increases your likelihood of meetings and high traffic to your profile.

# Digital Opportunities

- Sponsored content in e-mails from WTM Latin America
- Remarketing
- Banners on our website
- Remarketing
- Online presentation with Travel Agents
- Brand exposure on ConnectMe (meeting scheduling platform)
- Do you want to find out more? E-mail: [bianca.pizzolito@rxglobal.com](mailto:bianca.pizzolito@rxglobal.com)



# Opportunities at the event

- Banners
- Floor stickers
- Activations
- Panels
- Wifi squares
- Networking area
- Lounges





# Talk with us— Let's add value?

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**Thank you!**

