



interactive menu

DIGITAL BRANDING OPPORTUNITIES

WTM Latin America 2023



wtm[®]

LATIN AMERICA

10 YEARS

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

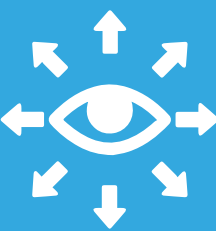
We have the right product for you. Each digital sponsorship opportunity has been built with your business objectives in mind.

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.

Enhanced Profile Packages

Enhanced Profile Packages

**SILVER****USD 392****On the website:**

- Profile highlighted on the Exhibitor Directory
- Banner on the Visit Page

Appointment System*:

- Featured Listing

**GOLD****USD 1,590****On the website:**

- Profile highlighted on the Exhibitor Directory
- Profile pinned to the top of the Exhibitor Directory
- Banner on the Homepage (Carousel)

Appointment System*:

- Featured Listing
- Premium banner

Dedicated social media post

Clients who have invested in this product receive on average **88% more profile views** from key attendees in the lead up to the event.

*The Enhanced Profile will appear for the entirety of the period that the platform is open.




Silver Package

Highlight (website)

Banner (website)

Appointment System

Premium



Sif Jakobs Jewellery
Loose Gemstones and Pearls, Jewellery

Why visit our stand
If you are looking for upscale while still being "affordable luxury" our jewellery is made of rhodium, 18k rose gold or yellow gold plated 925 sterling silver.

Description
Sif Jakobs Jewellery is a Danish Jewellery brand which designs & produces sophisticated jewellery of the highest standard with a modern expression. The brand is represented in 19 countries ...

Brands
Sif Jakobs


[Add to My Plan](#)

Stand: D91


Website

Email


+45 53535830



Signet Ring Vallano



Ring Matera



Bangle Sacile

• Highlighted Profile in the Exhibitor Directory.

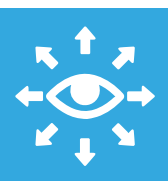
You can present your products and visitors can contact you directly.

Your profile includes:

- Company logo
- Stand number
- Description
- Brands/products
- Why visit your stand
- Website, e-mail and telephone

This results in a **88% boost in profile views**. The more views you get, the more likely you are to be on their shortlist to receive a new lead.

[I want to know more](#)

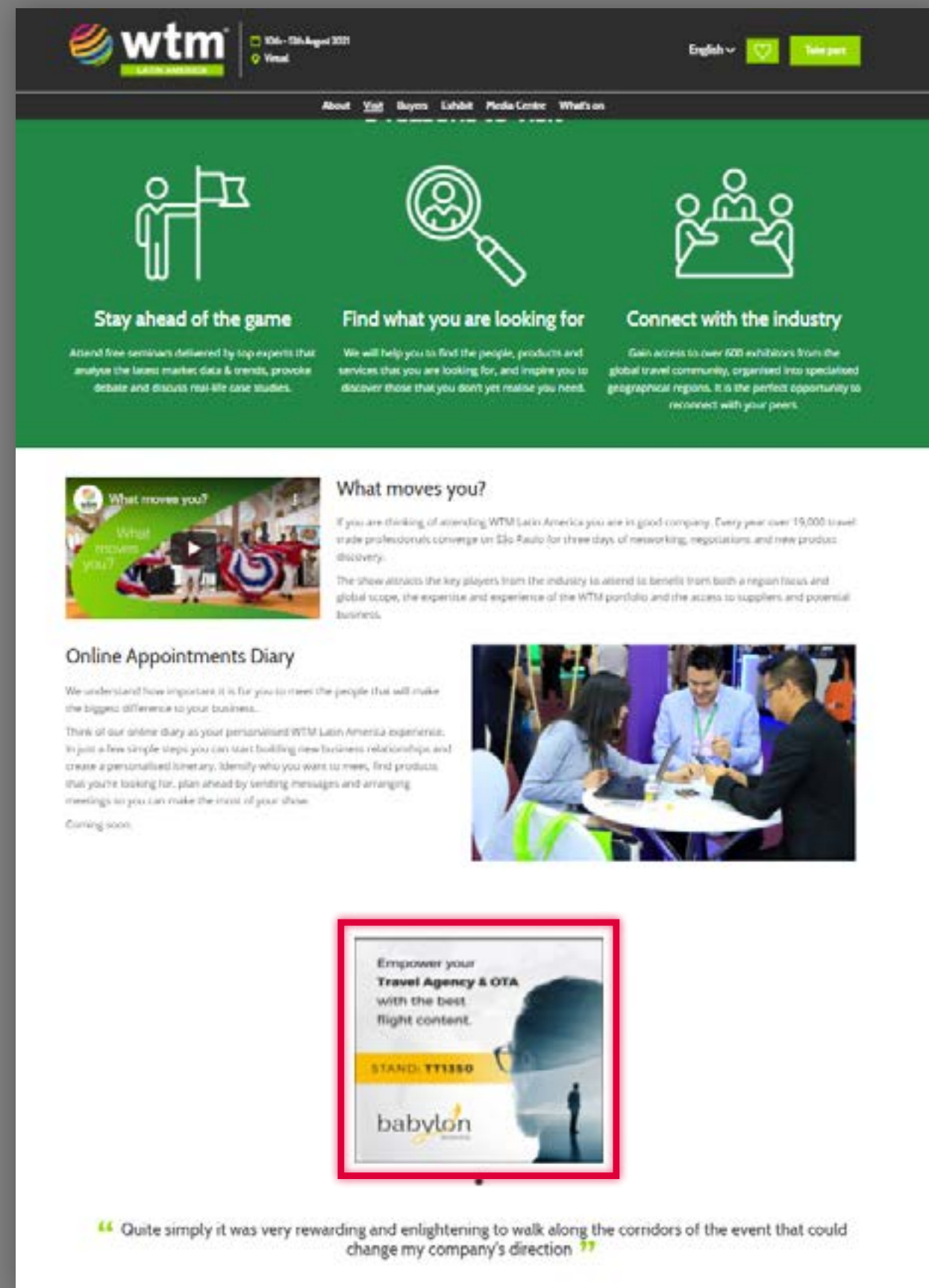


Silver Package

Highlight (website)

Banner (website)

Appointment System



- Banner on the **Visit Page**.

Your branding will be seen on the WTM Latin America **Visit Page** by thousands of visitors.

Travel professionals from all around the world will visit the website multiple times before the show, so a web banner opens the door for you to showcase your brand and be remembered by people interested in products like yours.

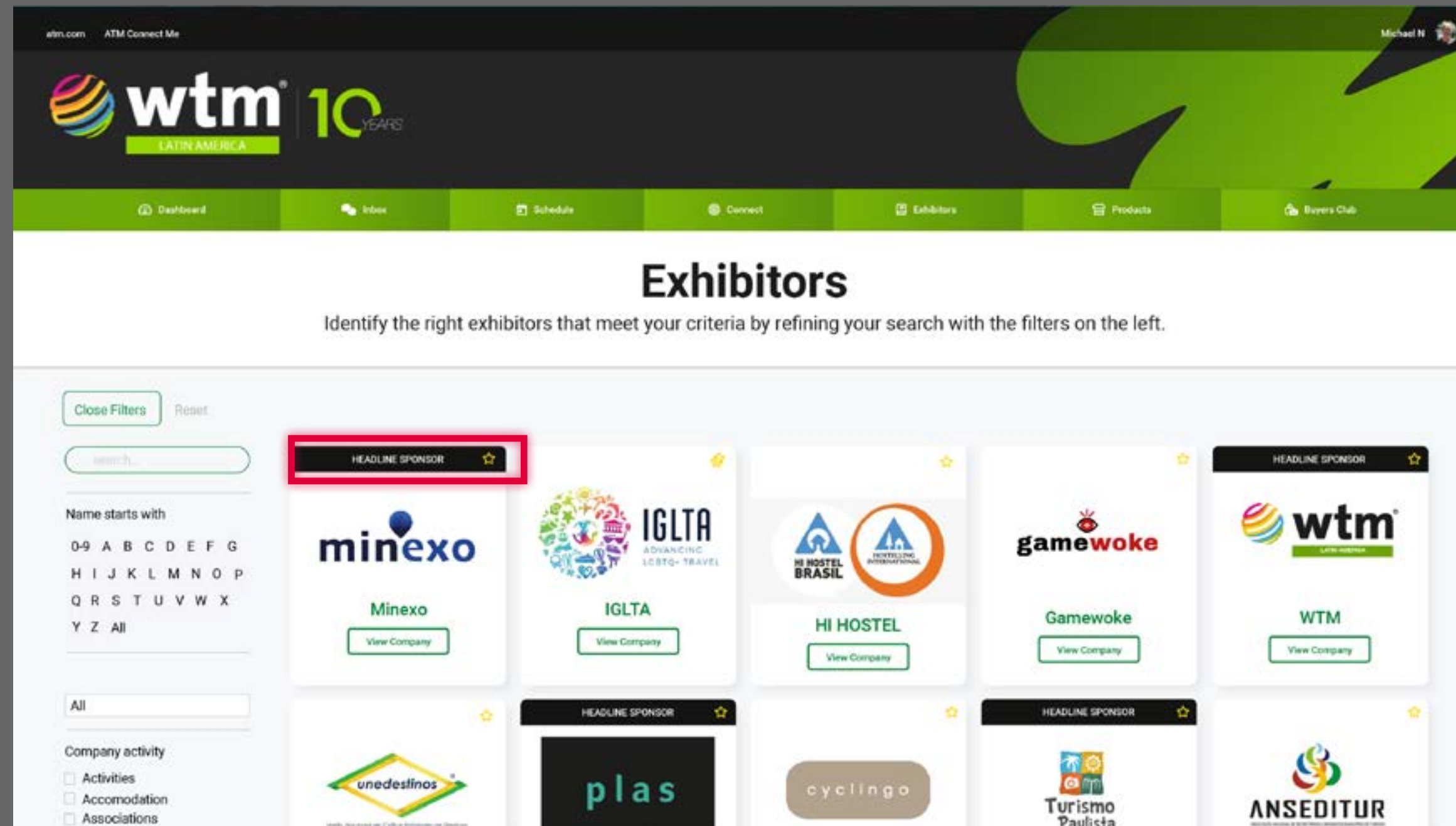


Silver Package

Highlight (website)

Banner (website)

Appointment System



- Featured listing

Stand out from your competitors by marking a presence with a feature label* on your company card or a feature ribbon on your contact card(s).

* Please note, this is a sample image only and the label may appear differently in the live platform.



Gold Package


Highlight (website)

Banner (website)

Appointment System

Social Media

Premium



Sif Jakobs Jewellery
Loose Gemstones and Pearls, Jewellery

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Brands
Sif Jakobs


[Add to My Plan](#)

Stand: D91


Website

Email


+45 53535830



Signet Ring Valliano



Ring Matera



Bangle Sacile

- **Highlighted profile** in the Exhibitor Directory.

You can present your products and visitors can contact you directly.

The profile details includes the same as the Silver Package.

- Your profile will be **pinned to the top** of the page in your chosen category or filter *.

This guarantees that visitors and buyers looking specifically for those products will view your company profile.

* Only one sponsor is allowed per category.

[I want to know more](#)



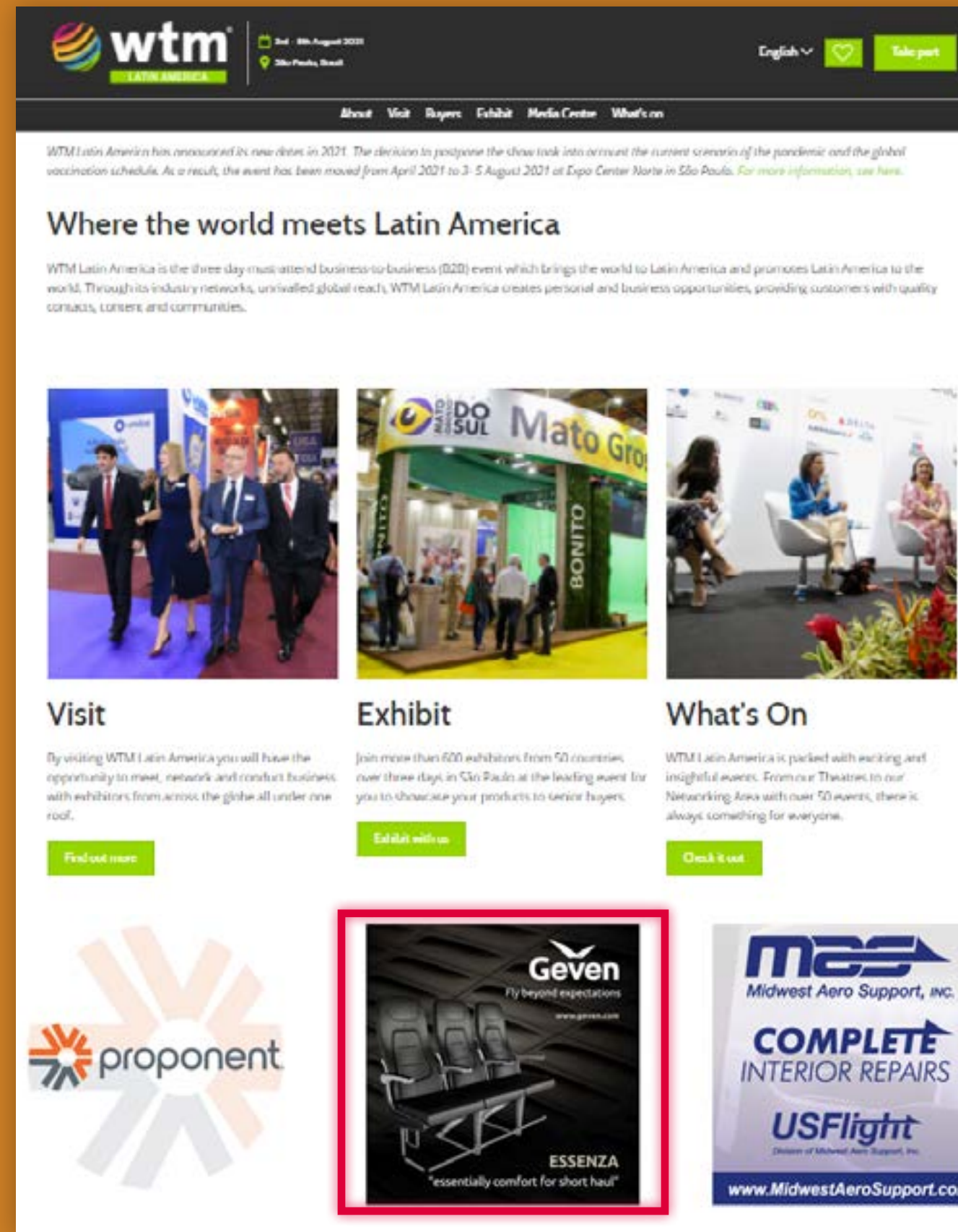
Gold Package

Highlight (website)

Banner (website)

Appointment System

Social Media



- Banner in the **Homepage**.

Your products or company information on Homepage Carousel.

This allows you to promote your product or message on the most visited page of the show website, ensuring as many people as possible will see it.

I want to know more



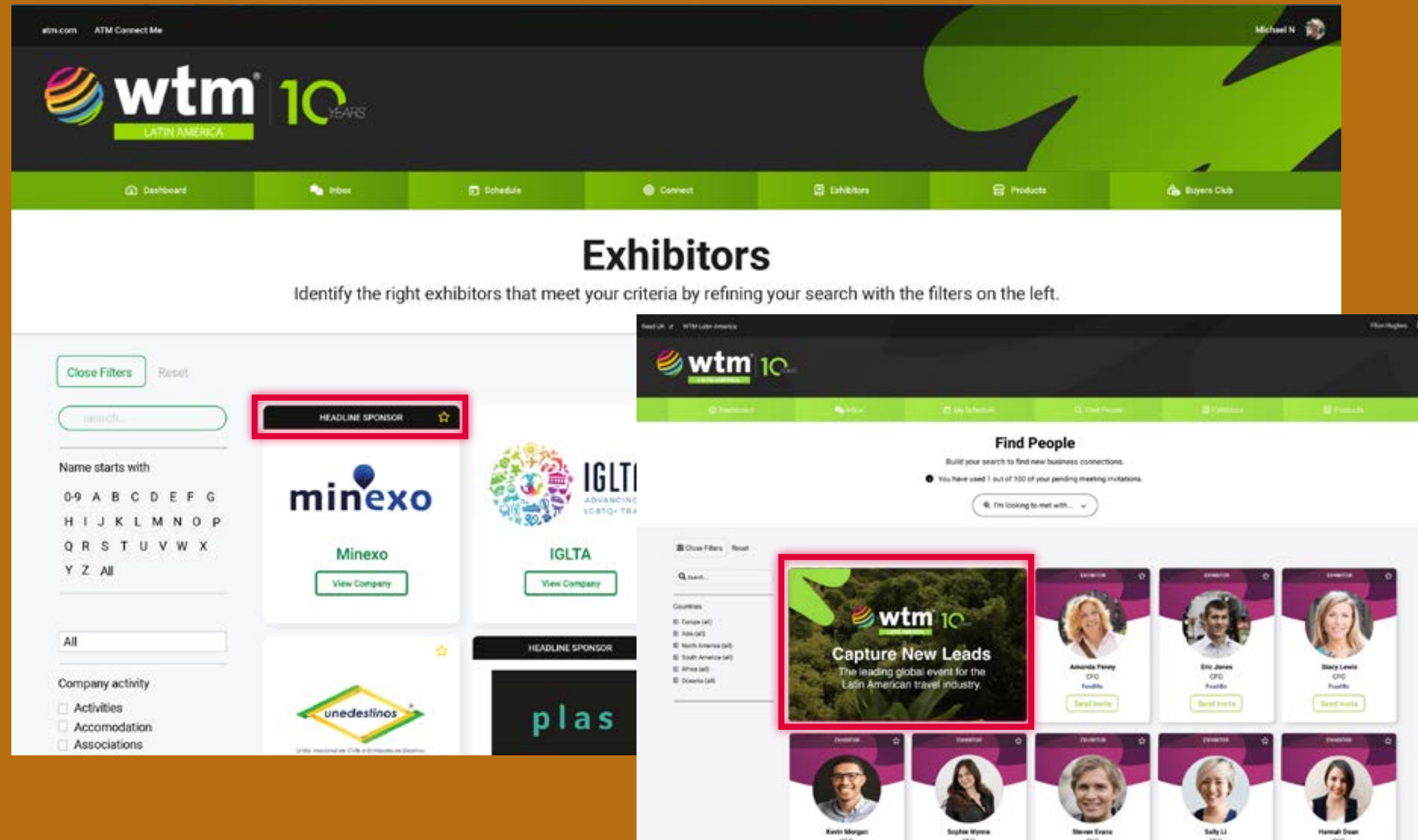
Gold Package

Highlight (website)

Banner (website)

Appointment System

Social Media



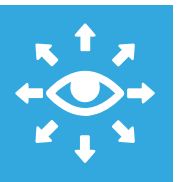
Featured listing

Stand out from your competitors by marking a presence with a feature label* on your company card or a feature ribbon on your contact card(s).

Premium banner in the Exhibitor Directory.

The banner will be displayed within your chosen category, and within the Find Meetings pages.

* Please note, this is a sample image only and the label may appear differently in the live platform.



Gold Package

Highlight (website)

Banner (website)

Appointment System

Social Media



WTM Latin America (PE - Espanhol, EC - Espanhol, VE - Espanhol, ...)

Publicado por Dre Nascimento · 4 de abril de 2019 ·

Fueron tres días inspiradores. Un año más, WTM Latin America conectó todo el mundo en un evento importantísimo, repleto de cultura, inspiración y oportunidades. ¡Esperamos que haya aprovechado y que pueda volver en la próxima edición! ¡Nos vemos en 2020!

[Ver tradução](#)

- Dedicated **social media** post.

Your brand will be announced in a dedicated post to our followers before the event on all our social media channels:

- **Facebook:** 90,116 followers
- **LinkedIn:** 2,396 followers
- **Instagram:** 10,155 followers

* Content and image chosen by the exhibitor.



Digital Advertising Opportunities



E-mail Content Block within WTM Latin America e-mail

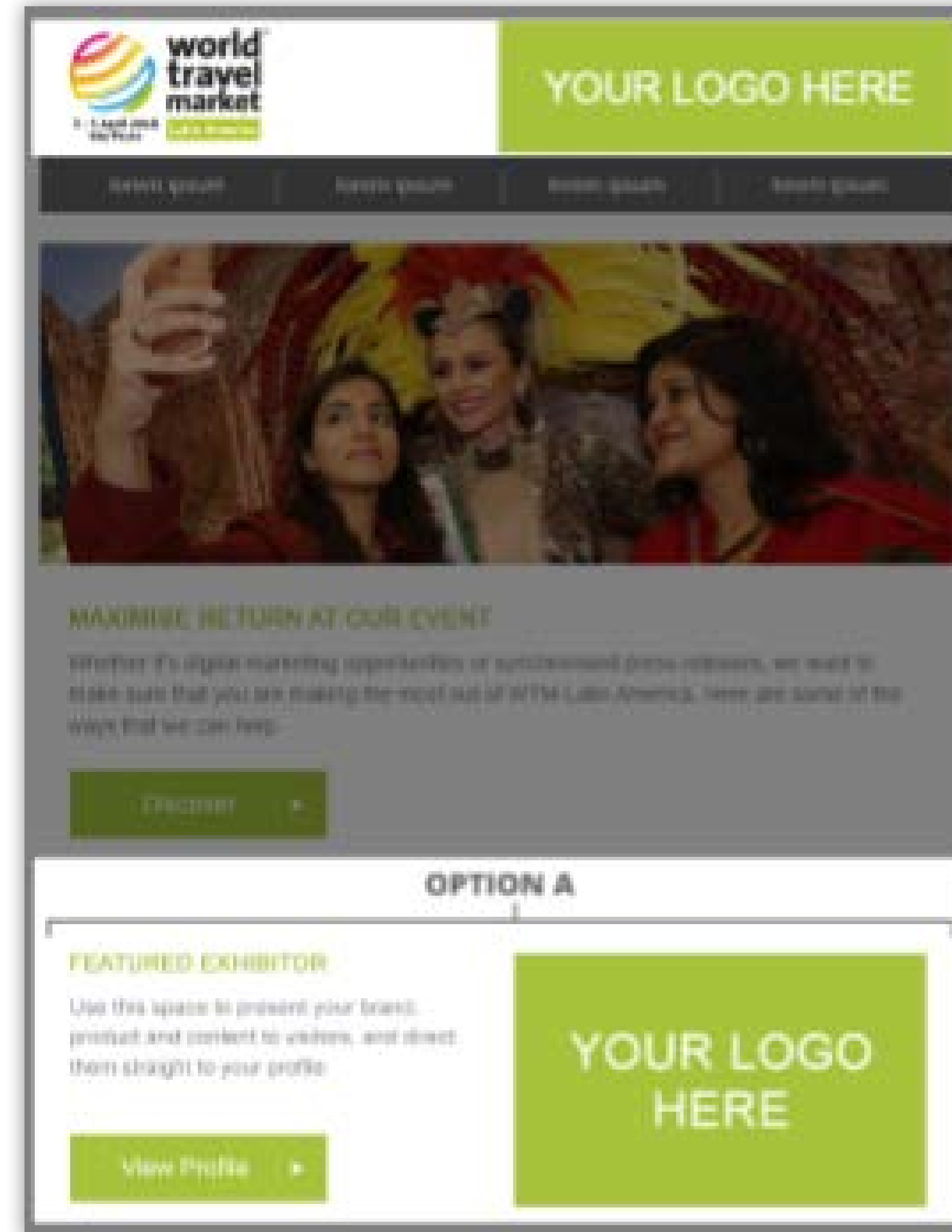
USD 1,060

Promote your brand to all of our visitor database, which includes travel professionals from different segments: travel agencies, accommodation, tour operators, airlines, etc.

Includes:

Title, description, 275x170 image and button, as well as your logo at the top.

[I want to know more](#)

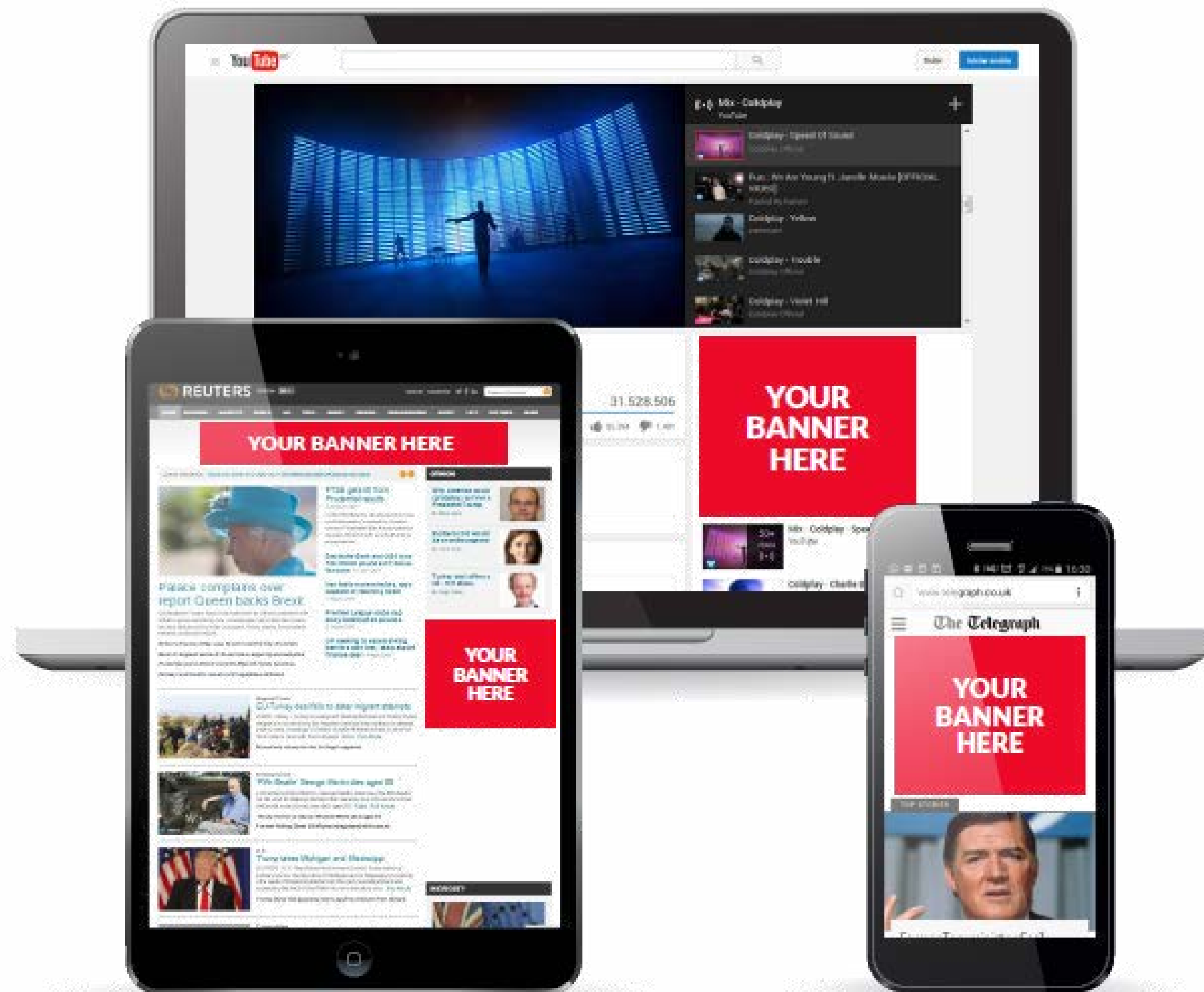




Remarketing

Our Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours.

Number of Ad displayed times	Investment
30,000 times	USD 3,127
50,000 times	USD 4,770
100,000 times	USD 7,632



Website Banners

Gain high visibility and generate leads before the show and link your website to the banners so buyers can view your company ahead of the event.

A	B	C	D
Billboard*	Super leader board**	Medium rectangle**	Leaderboard**
970 x 250 px	970 x 90 px	300 x 250 px	728 x 90 px

	Homepage	Investment
A	Billboard	USD 2,067
B	Super leader board	USD 1,590
C	Medium rectangle	USD 1,007
D	Leaderboard	USD 1,590

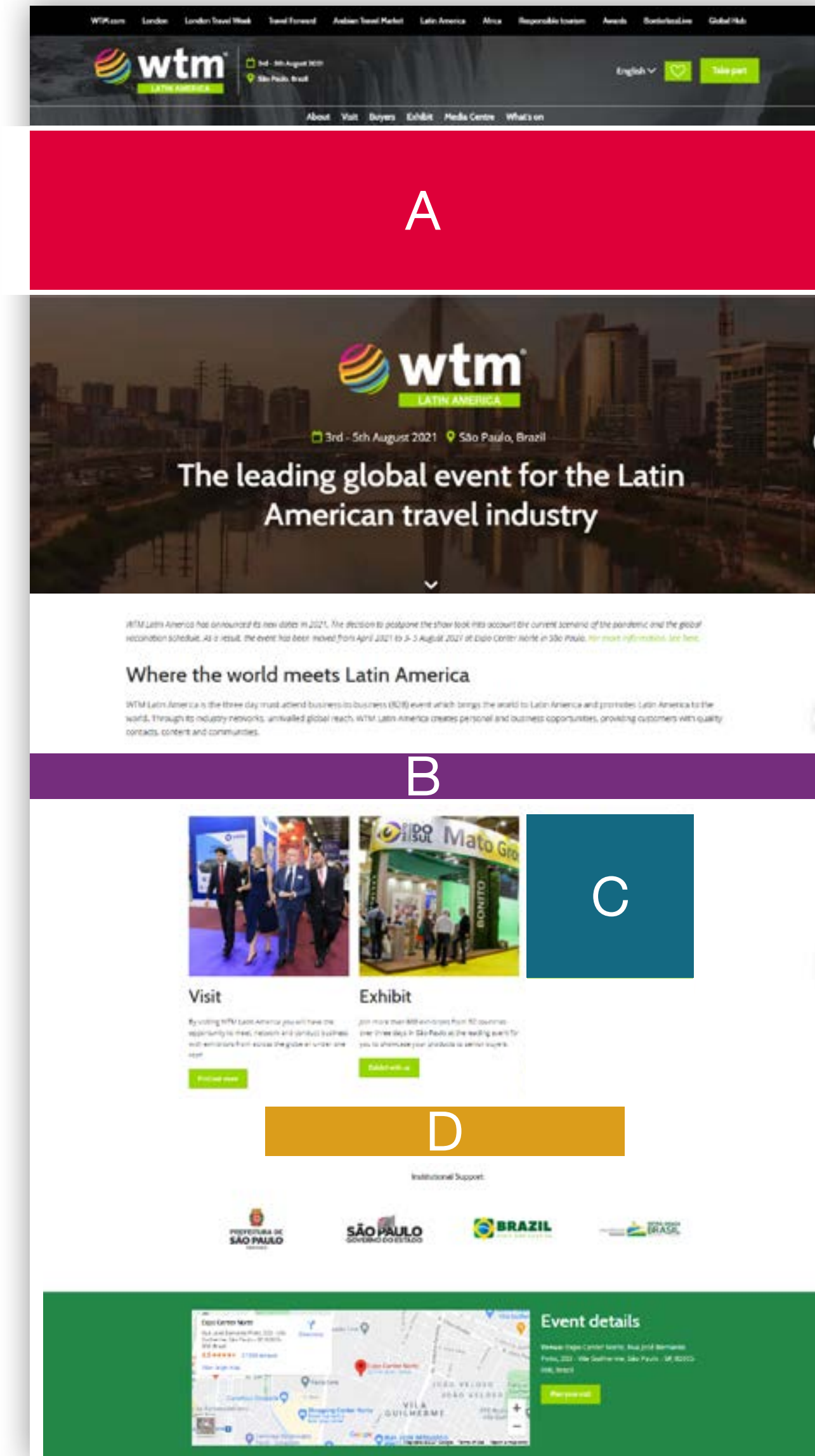
	Visit page	Investment
B	Super leader board	USD 1,272
C	Medium rectangle	USD 1,007
D	Leaderboard	USD 1,007

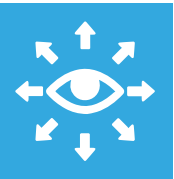
	Whats On page	Investment
B	Super leader board	USD 795
C	Medium rectangle	USD 530
D	Leaderboard	USD 530

	Exhibitor Directory	Investment
B	Super leader board	USD 2,067
D	Leaderboard	USD 1,590

* Billboard will be visible for 7 days.

** Other banners will rotate (up to 3) from the moment of purchase until the show





Countdown Clock

USD 1,590

This is a great opportunity to showcase your brand to WTM Latin America's website traffic, increasing the number of potential leads.

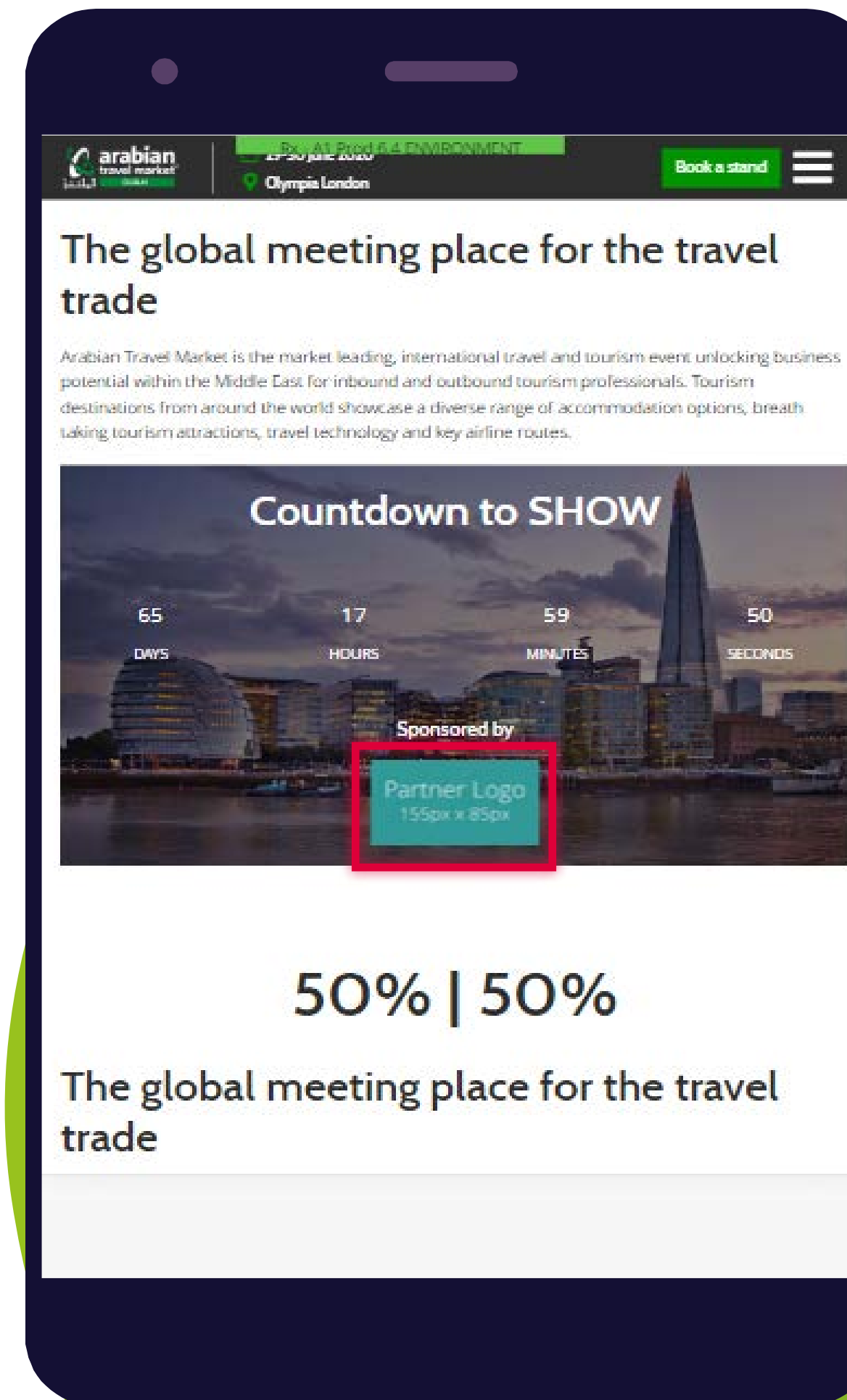
The Countdown Clock will be placed on the homepage, and your logo will be placed in it.

There are 2 sizes available and it appears perfectly in both desktop and mobile view.

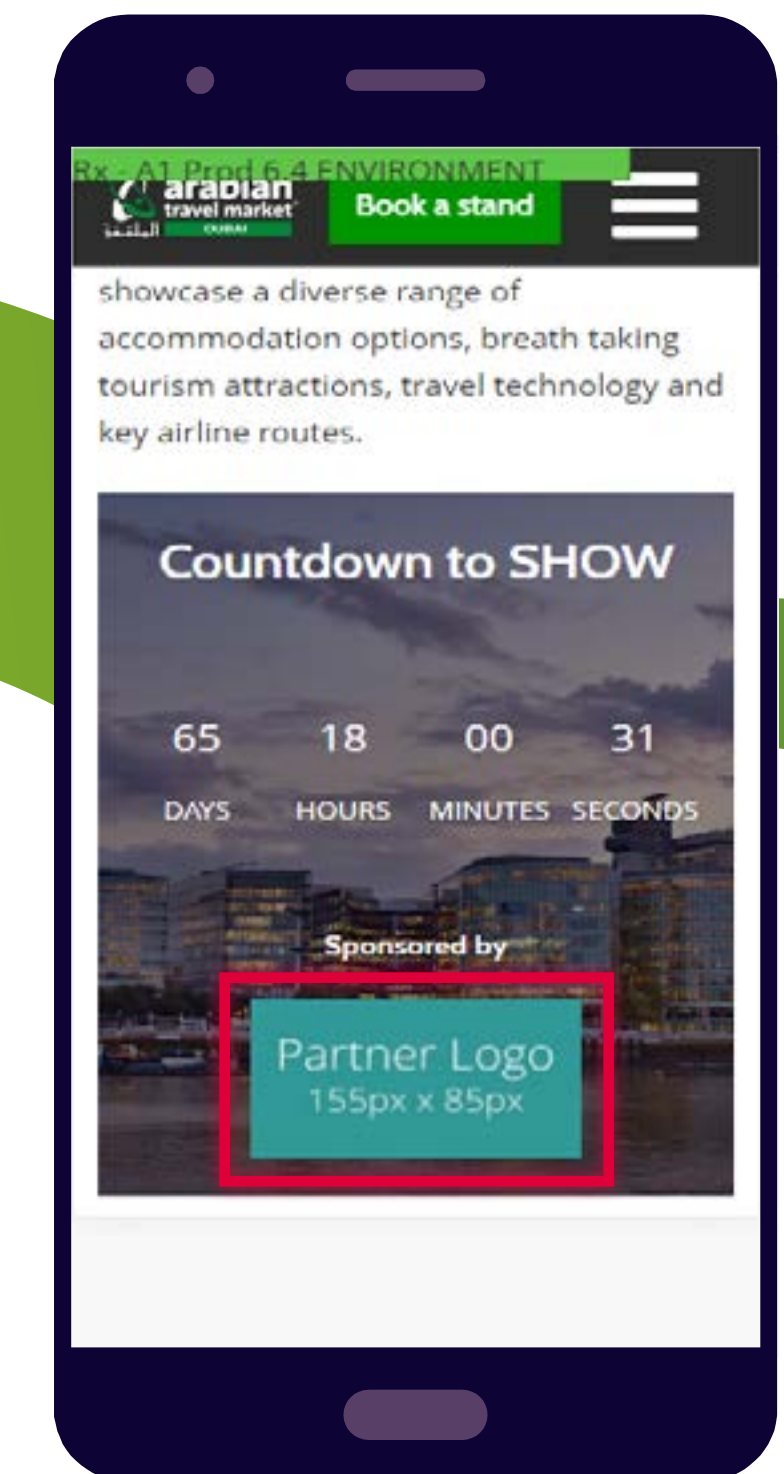
During the month before the 2019 edition of WTM Latin America, the homepage was accessed more than 111,000 times.

* Only one slot is available for this opportunity.

Tablet



Mobile





Personalised Destination Presentation with Travel Agents

Would you like to show your product exclusively to Travel Agents from Brazil?

With this opportunity you can offer:

- **A virtual presentation** of your destination to 50 travel agents (content of your chosen) + quiz

USD 2,650

OR

- **A virtual presentation + live experience** to get travel agents' a better engagement. E.g.: Alongside with the presentation, 50 travel agents will receive, straight in their homes, ingredients for a gastronomy experience about your destination

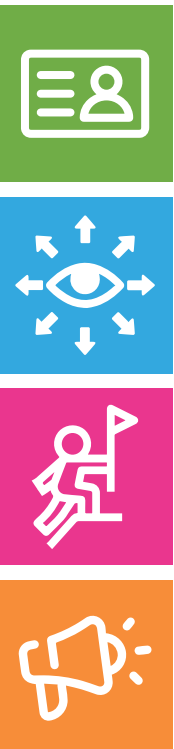
USD 8,745*

There are other options of experiences. Speak to our team for more details.

*Price may vary according to the details of the experience

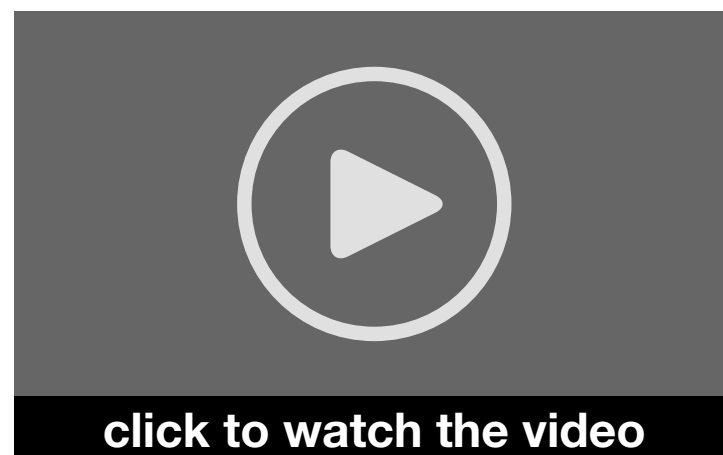


The Digital Incentive Bag



Digital Incentive Bag

USD 1,590



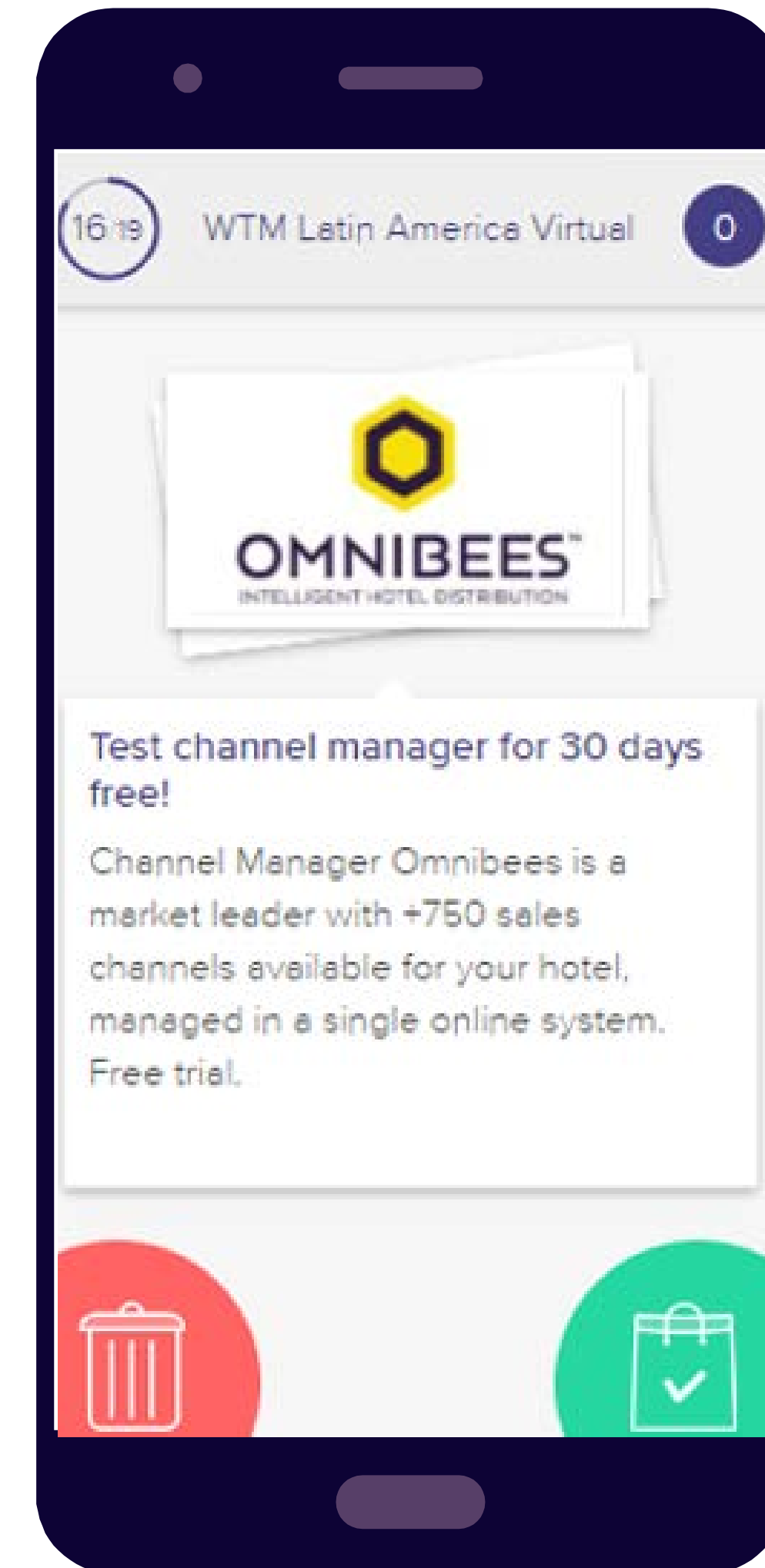
Do you want to engage with our audience about something you would like them to know or have?

We have one more solution!

It works like this:

- Attendees are invited to open the bag and check out the contents. This is usually via email, social media and in the event app.
- From here the attendee is presented with a sequence of offers which can be accepted or rejected in a 'tinder-like' experience.
- After browsing all the offers, the attendee must enter their email address, to get hold of the offers they chose.
- The attendee instantly receives an email with all the offers they accepted and instructions on how to redeem them (such as visit their booth, or the exhibitor's website), and the exhibitor gets their contact details as a new lead.

[I want to know more](#)



[Watch demo](#)



Digital Incentive Bag: Presenting Sponsor

USD 10,600

Do you want your brand to be seen by every single person who enters the bag?

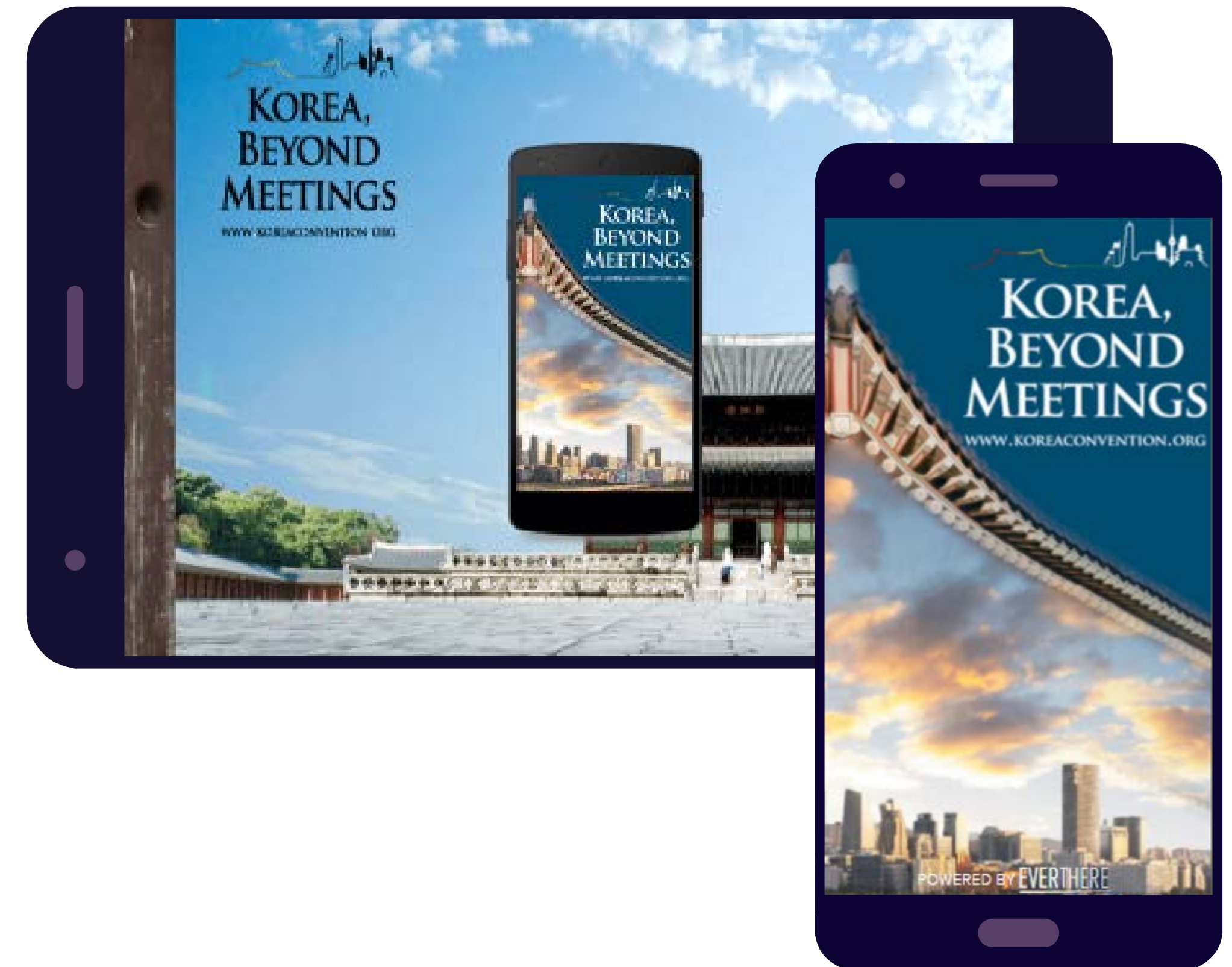
Then being the presenting sponsor is the perfect opportunity for you.

You will get all the benefits of a bag entry **PLUS** the opportunity to brand the whole bag!

You also get co-branding or 'brought to you by...' for wherever the offer bag is promoted, including:

- In the platform;
- On the show website or in the event platform;
- Mentioned in emails;
- Mention in social media in the lead up to the event.

[I want to know more](#)



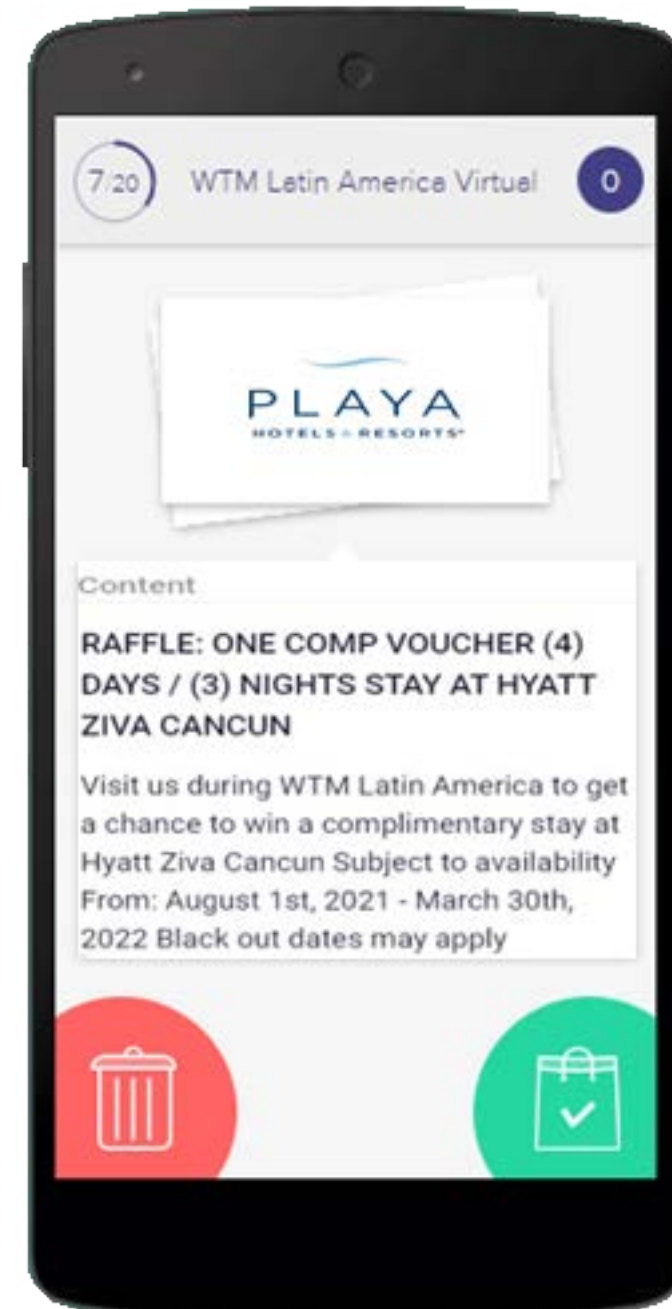
Digital Incentive Bag: Examples


OFFER TYPE:

Curated industry specific content

BENEFITS OF THIS OFFER:

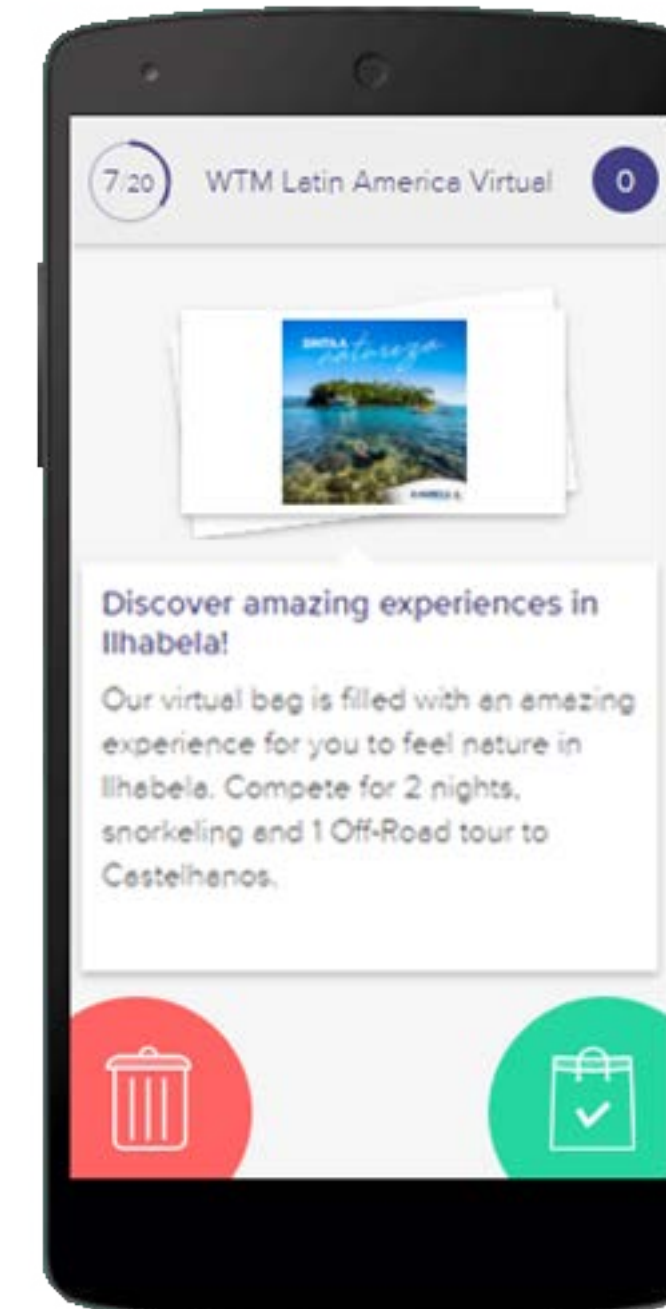
Lead Generation; Brand Exposure


OFFER TYPE:

Prize draw / competition / product giveaway

BENEFITS OF THIS OFFER:

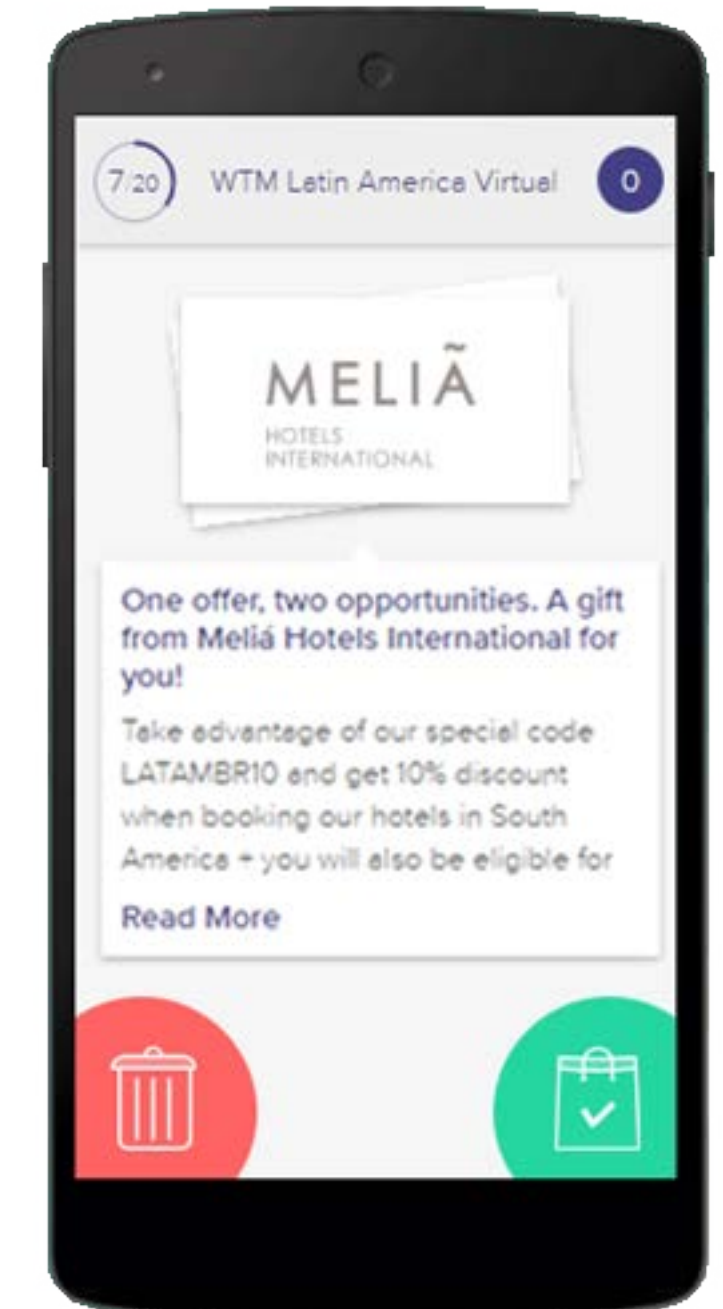
Lead Generation; Promote your presence, Brand Exposure


OFFER TYPE:

Discount / Product Demo / Sample / Free Trial / Tasting

BENEFITS OF THIS OFFER:

Lead Generation; Promote your presence, Brand Exposure


OFFER TYPE:

Giveaway or prize in exchange for visitor activity

BENEFITS OF THIS OFFER:

Lead Generation; Brand Exposure

The Appointment System





Headline Sponsor

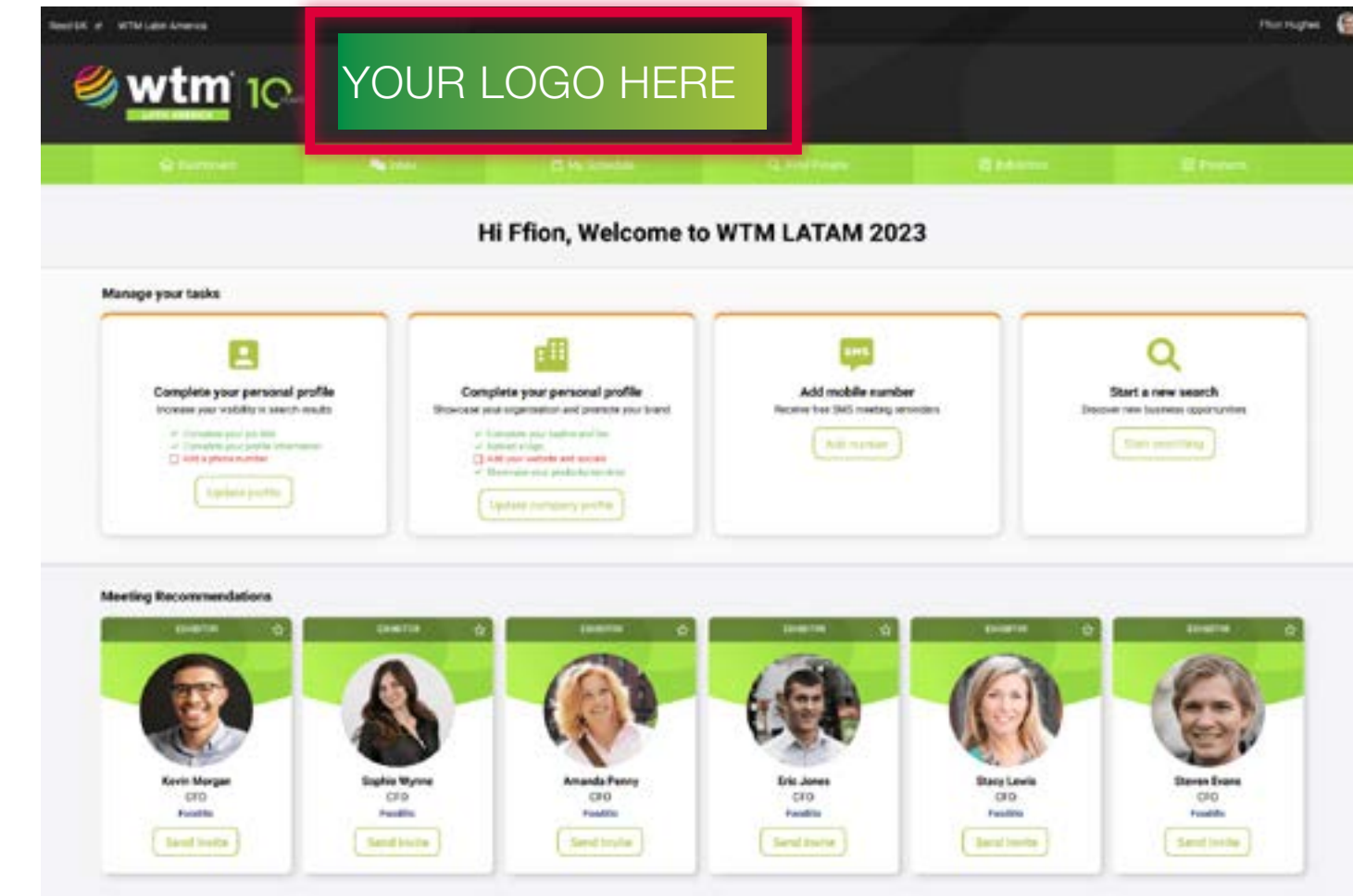
USD 10,600

Stand out, get noticed and ensure travel professionals will want to make it a priority to schedule an appointment with you.

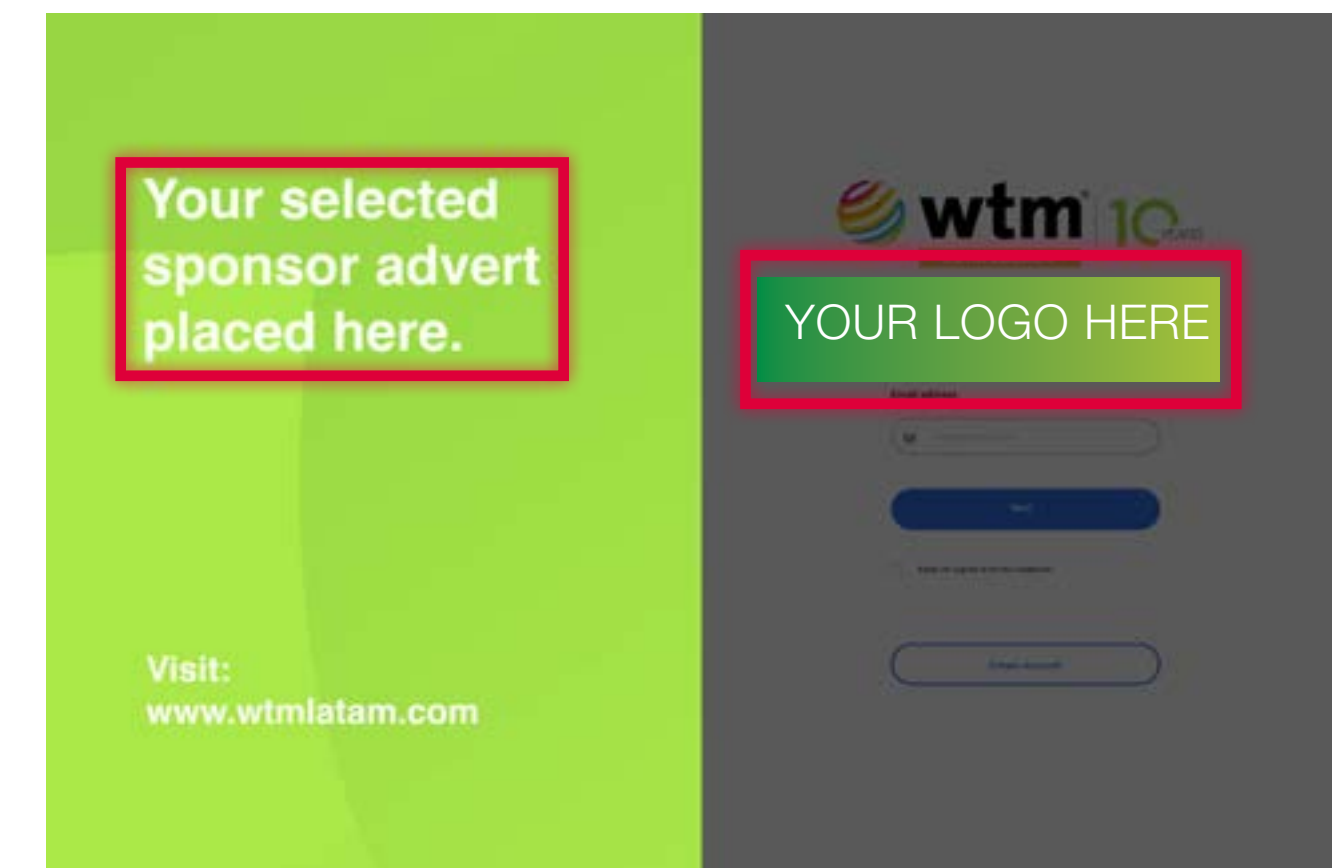
This opportunity includes:

- Your logo on all key pages of the platform A
- Your logo and banner on the event login page B
- Enhanced listing for your company profile in the directory
- A Billboard banner on WTM Latin America **website** during the week of the show
- 2 x dedicated headline sponsor social media posts
- Branding included within emails to the WTM Latin America database
- Mention of the Headline Sponsor in press releases about the show

A



B



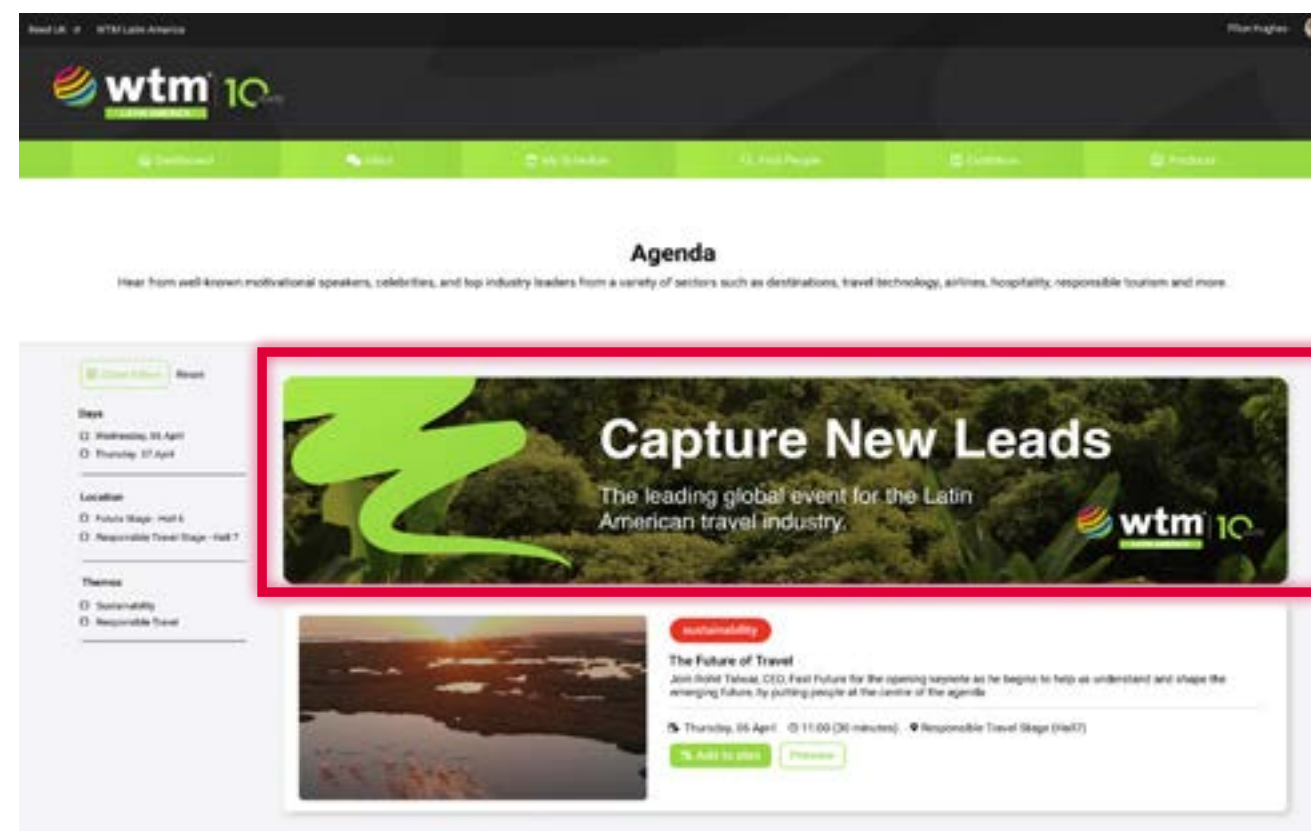
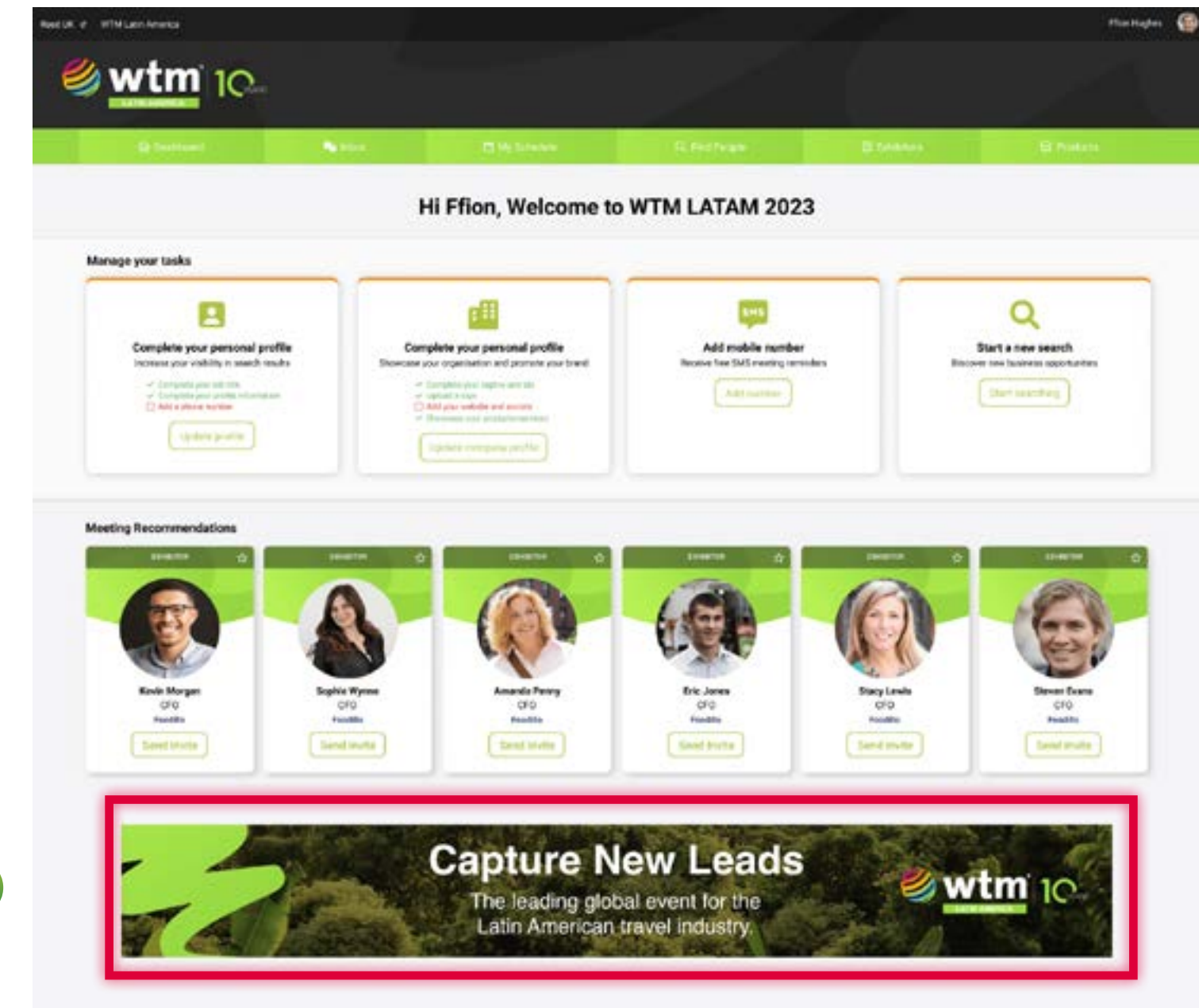
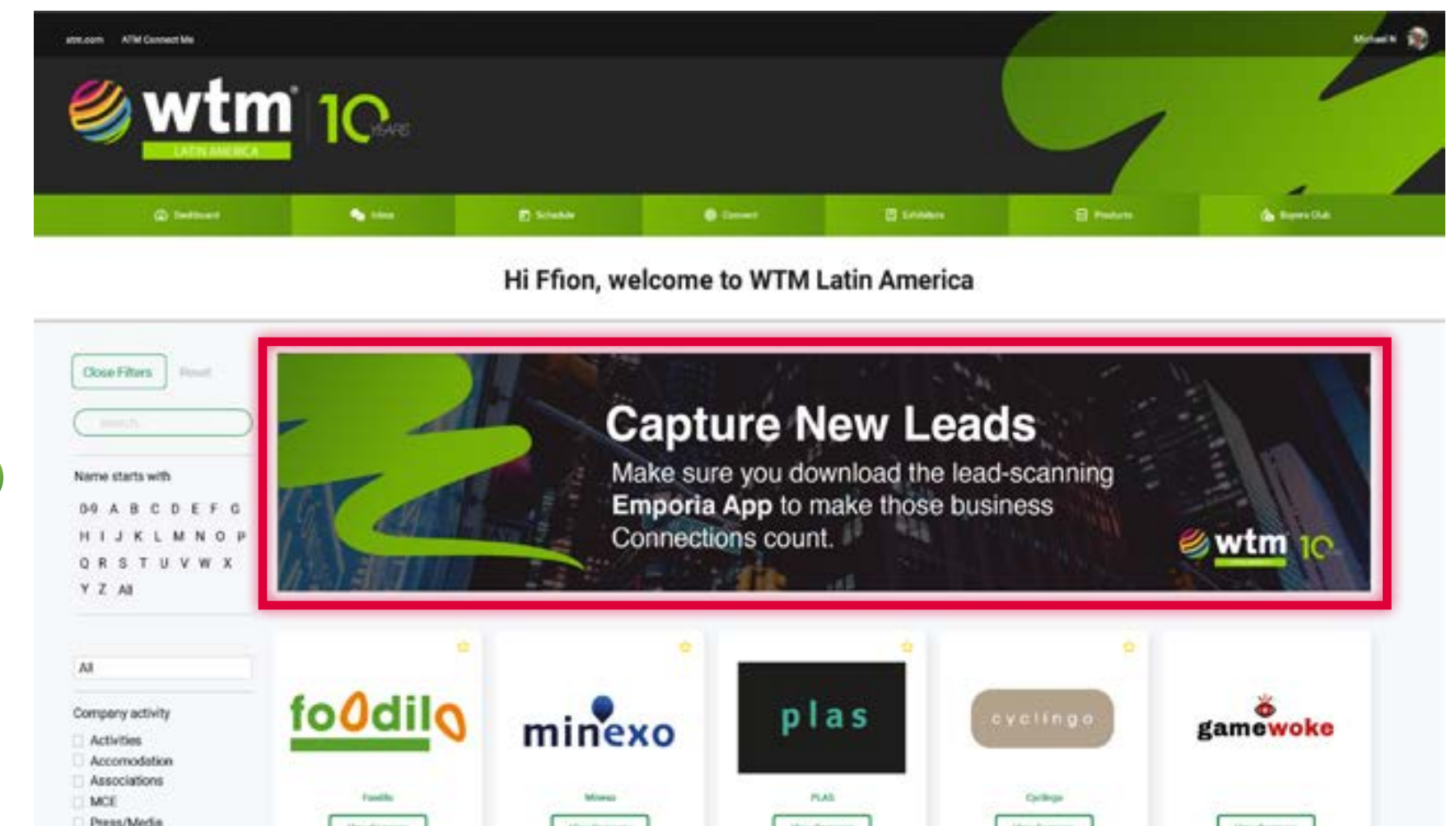
Event Banner

Showcase your brand on the networking platform offered to all participants of the show.

These banners can be shown throughout all 3 days of the event.

There are 3 options:

	Option	Investment
A	Banner on the main dashboard of the platform. Until 3 banners	USD 1,590
B	Banner on the main page on the exhibitors directory	USD 1,590
C	Banner on the top of whats'on page	USD 1,007


C

A

B



/WTM-Latin-America



@wtmlat



+55 11 97619-6651




bianca.pizzolito@rxglobal.com



Silver Package

Highlight (website)

Premium





Sif Jakobs Jewellery
Loose Gemstones and Pearls, Jewellery

Why visit our stand
If you are looking for upscale while luxury* our jewellery is made of rhodium yellow gold plated 925 sterling silver.


Description
Sif Jakobs Jewellery is a Danish Jewellery & produces sophisticated jewellery of the a modern expression. The brand is represented by

Brands
Sif Jakobs


 **Add to My Plan**



Signet Ring Valiano



Ring Matera



Bangle Sacile

Silver Package

Exhibitor contact information listed in the exhibitor directory –

Visitors can contact the exhibitor by clicking on either a webpage link, email address or phone number straight from the directory listing, without having to click into their profile. The more information readily available to the visitor, the more likely you are to generate leads in the run up to the show.

Product preview in search summary – Your products will be visible directly in the exhibitor list, under your exhibitor listing. This results in you getting up to twice as many product views as their competitors. And the more people view your products, the more likely those interested in them will request a meeting.



The more views you get, the more likely you are to be on their shortlist to receive a new lead.


I want to know more



Gold Package

Highlight (website)


Premium


**Sif Jakobs Jewellery**
Loose Gemstones and Pearls, Jewellery


Why visit our stand
If you are looking for upscale while luxury* our jewellery is made of rhodium yellow gold plated 925 sterling silver.


Description
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Brands
Sif Jakobs

 **Add to My Plan**

**Signet Ring Valiano**

**Ring Matera**

**Bangle Sacile**

Gold Package



Sponsored category – Your listing will be pinned to the top of their chosen category or filter in the exhibitor directory. For example, if there are 200+ “tour operators” at WTM, their listing will be at the top of the page. This guarantees that visitors and buyers looking specifically for those products will view your company profile, increasing your chances of generating qualified leads.

Homepage promotion – this is your opportunity to feature their product or message on the most visited page of the show website, with a 300x300 banner in the scroller at the bottom of the show’s homepage. By showcasing your brand here they are ensuring as many people as possible will see your product or message.

* Only one sponsor is allowed per category.

I want to know more

Social Media

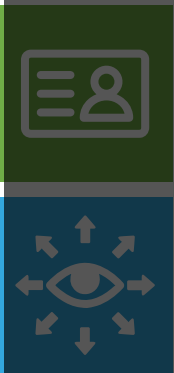
or Directory.

d visitors can

ne as the Silver

top of the page in

buyers looking
view your



E-mail Content Block

within WTM Latin America e-mail

USD 1,060

Promote your brand to a targeted audience which includes travel professionals and key segments: travel agencies, tour operators, airlines, etc.

Includes:

Title, description, 275x125px image, as well as your logo at the bottom

[I want to know more](#)

E-mail Content Block

within WTM Latin America e-mail

What are the benefits?

Brand Exposure: Your advert will be sent to all WTM Latin America database in the lead-up to, or during, the event, right when buyers are researching, planning and choosing exhibitors to meet at the event.

Generate leads: Visitors that click on your ad can be taken to your directory listing or your website where they can send you a message.



FEATURED EXHIBITOR

Use this space to present your brand, product and content to visitors, and direct them straight to your profile

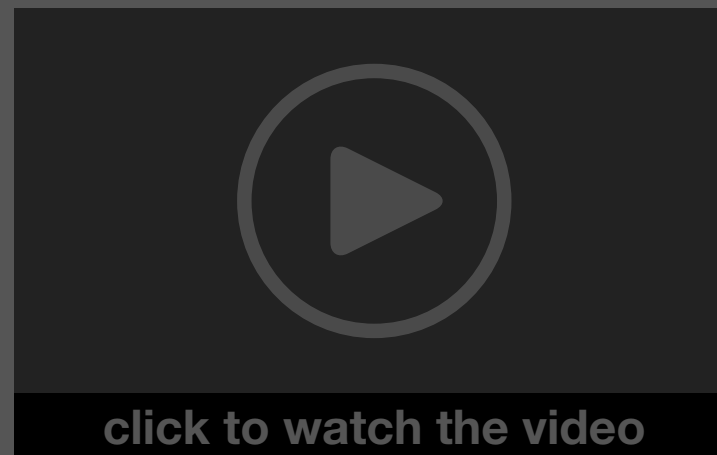
[View Profile](#)

YOUR LOGO
HERE



Digital Incentive

USD 1,590



It works like this:

- Attendees are invited to opt in via email, social media and in the app.
- From here the attendee is presented with offers that they can accept or reject in a 'digital incentive bag'.
- After browsing all the offers, the attendee chooses the offers they want to accept.
- The attendee instantly receives instructions on how to redeem their offers (via the app or website), and the exhibitor gets their contact details as a new lead.

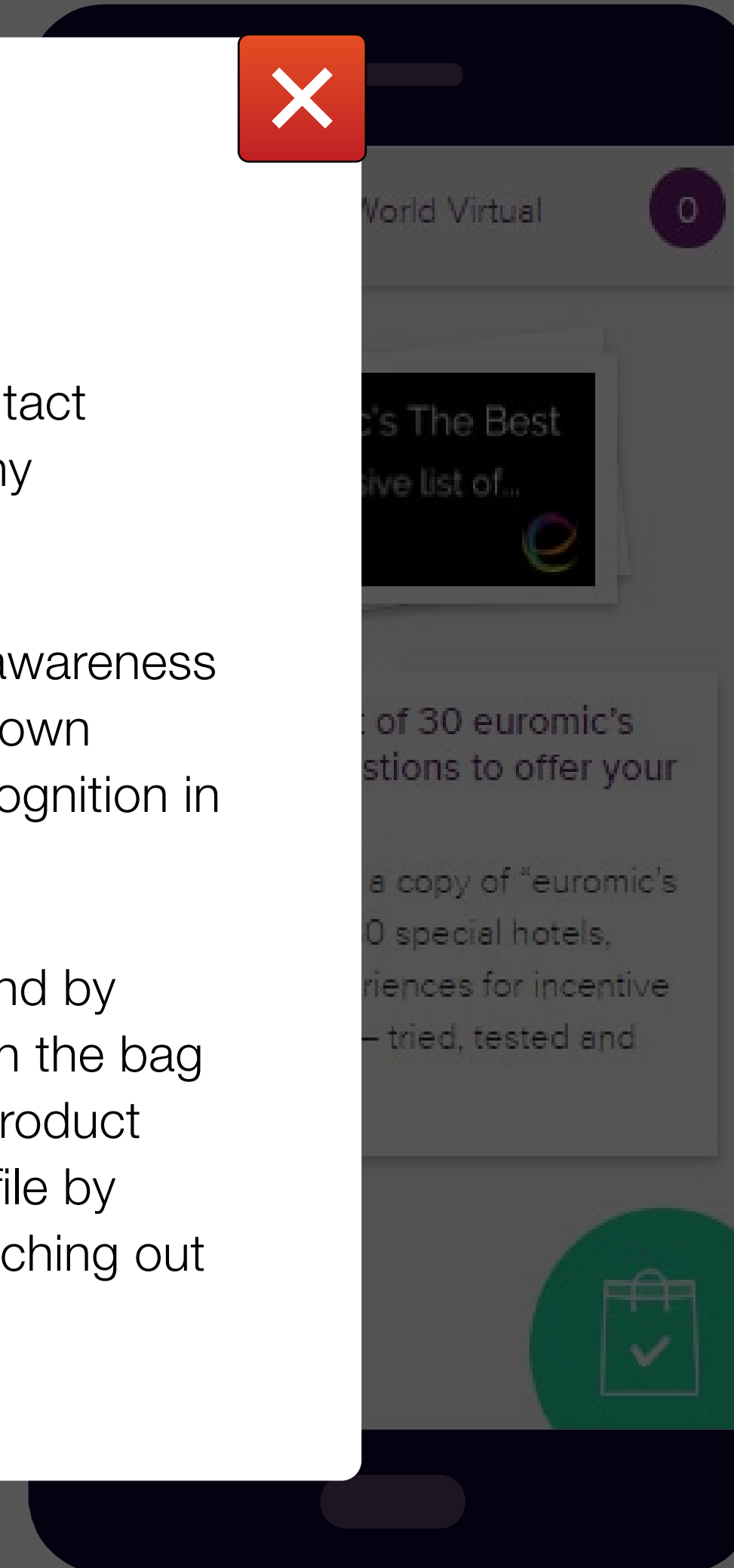
I want to know more

Digital Incentive Bag

Lead generation: at the end of the event you get all of the contact details (name, email address, company name and job title) of any attendee who said yes to your offer!

Brand awareness: get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Promote your presence at the show: drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher. At the event drive traffic to your profile by creating an offer that can be redeemed by visitors or buyers reaching out to them within the appointment system.



Watch demo



Digital Incentive

USD 10,600

Do you want your brand who enters the bag?

Then being the presentir for you.

You will get all the benef opportunity to brand the

You also get co-branding the offer bag is promote

- In the platform;
- On the show website or in
- Mentioned in emails;
- Mention in social media in

I want to know more

Presenting Sponsor

Lead generation: at the end of the event you get all of the contact details (name, email address, company name and job title) of any attendee who entered their details to redeem your offer!

Brand awareness: get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Promote your presence at the show: drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher. At the event drive traffic to your profile by creating an offer that can be redeemed by visitors or buyers reaching out to them within the appointment system.

