DIGITAL BRANDING OPPORTUNITIES WTM Latin America 2023









interactive menu-

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 Advertising Opportunities

Packages

Silver Package

Gold Package

Enhanced Profile Packages

Appointment System





Packages

Silver Package

Gold Package



Enhanced Profile Packages





On the website:

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

Appointment System*:

• Featured Listing

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.



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





Silver Package

3

Highlight (website)



Premium

	Sif Jakobs Jewellery	Stand: D91
SIF JAKOBS	Loose Gemstones and Pearls, Jewellery	
JEWELLERY COPENHAGEN	Why visit our stand	Website
	If you are looking for upscale while still being "afforda luxury" our jewellery is made of rhodium, 18k rose gold yellow gold plated 925 sterling silver.	
NEW EXHIBITOR	Description	J +45 53535830
	Sif Jakobs Jewellery is a Danish Jewellery brand which desi & produces sophisticated jewellery of the highest standard a modern expression. The brand is represented in 19 count	with
	Brands Sif Jakobs	
Signet Ring Vo	Niano Ring Matera	Bangle Sacile

Appointment System

• 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





Packages

Silver Package

Gold Package

Silver Package

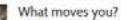
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Highlight (website)





If you are thinking of amending WTM Latin America you are in good company. Every year over 19,000 travel trade professionic converge on Silo Paulo for three days of networking, regolitations, and new product discovery.

The show attracts the key players from the industry is astend to benefit from both a region facus and global scope, the experitive and experience of the WTM portfolio and the access to suppliers and potential business.

Online Appointments Diary

We understand how important it is for you to meet the people the

Think of our othere thany as your person-weised WTM Laten America experience. In post a few simple steps you can start building new business relationships and crease a personalised literary, identify who you want su mees, find produce, that you're toping for, plan ahead by senting messages and anwaging messages are an make the incut of your shole.



Empower your Travel Agency	
with the best	
flight content.	
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⁴⁴ Quite simply it was very rewarding and enlightening to walk along the corridors of the event that could change my company's direction ⁹⁷

Banner (website)

• 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.

Appointment System





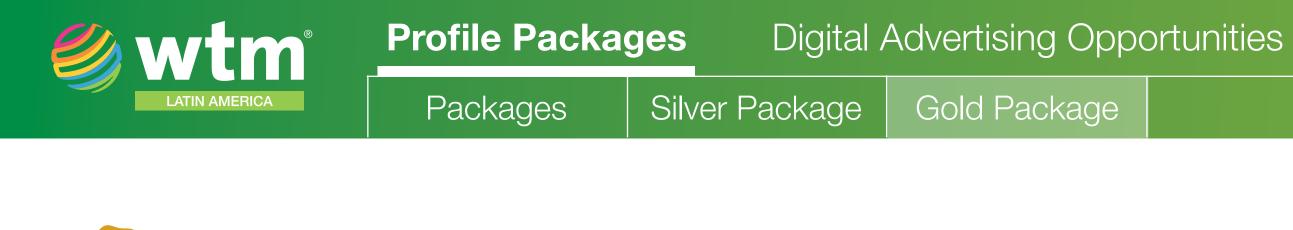
Appointment System

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.





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Highli	ght (website)	Banner (w
Premium		
SIF JAKOBS	Sif Jakobs Jewellery	Stand: D91
JEWELLERY	Why visit our stand If you are looking for upscale while still bein luxury" our jewellery is made of rhodium, 18k yellow gold plated 925 sterling silver.	
NEW EXHIBITOR	Description Sif Jakobs Jewellery is a Danish Jewellery brand & produces sophisticated jewellery of the highest a modern expression. The brand is represented i	tandard with
	Brands Sif Jakobs	
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Appointment System

Social Media

• 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

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Highlight (website)



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WTM Latin America has announced its new dates in 2021. The devision to postpone the show task into occurant the surrent scenario of the pandemic and the global vaccination schedule. As a result, the event has been moved from April 2021 to 3-5 August 2021 at Expo Center Norte in São Paulo. For more information, see Nere

Where the world meets Latin America

WTM Latin America is the three day must attend business to business (020) event which brings the world to Latin America and promotes Latin America to the world, Through its industry networks, unrivalled global reach, WTM Latin America creates personal and business opportunities, providing customers with quality contacts, content and communities.



Visit

By visiting WTM Latin America you will have the opportunity to meet, network and conduct business over three days in Sto Paulo at the leading event for insightful events. From our Theatres to our with exhibitors from across the globe all under one you to showcase your products to serior havers.







Exhibit

Join more than 600 exhibitors from 50 countries.









WTM Latin America is packed with exciting and Networking Area with over 50 events, there is always comething for everyone.



Banner (website)

• 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.

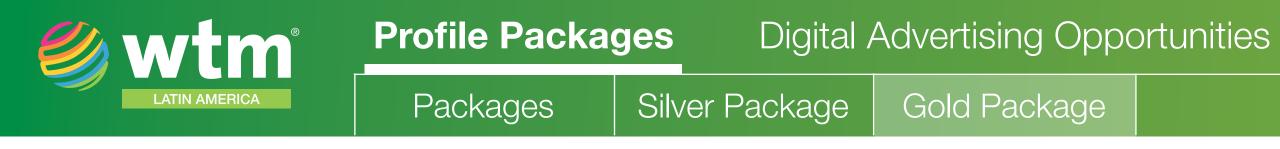
I want to know more

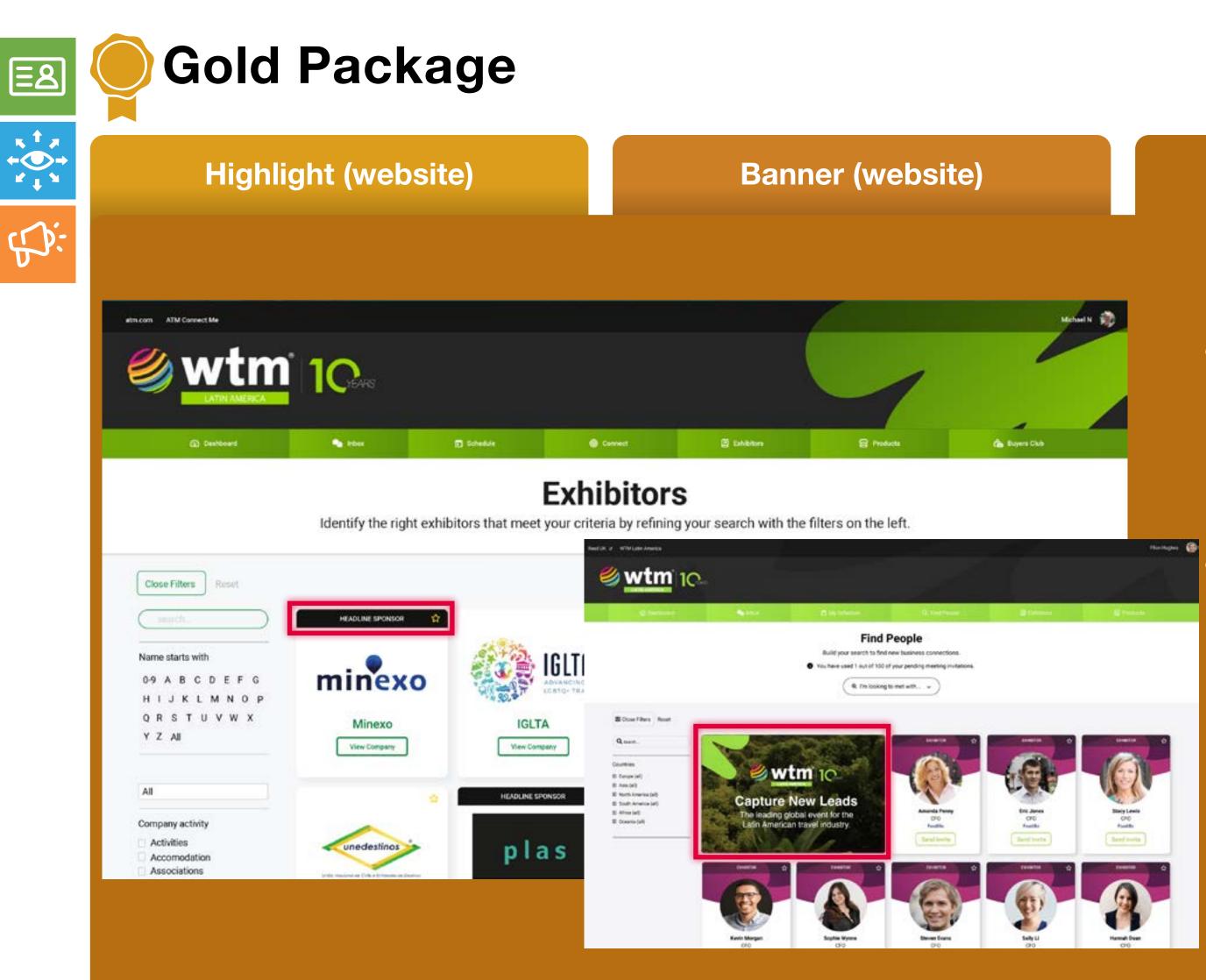
Appointment System

Social Media









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.





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Packages

Silver Package

Gold Package

Gold Package

Highlight (website)

Banner (website)



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

Publicado por Dre Nascimento 1 · 4 de abril de 2019 · 3

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



Appointment System

Social Media

• 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.







E-mail MKT

Remarketing

Website banners

Digital Advertising Opportunities

Appointment System

Countdown clock

Personalised Presentation





Digital Advertising Opportunities

E-mail MKT

Remarketing

Website banners



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.

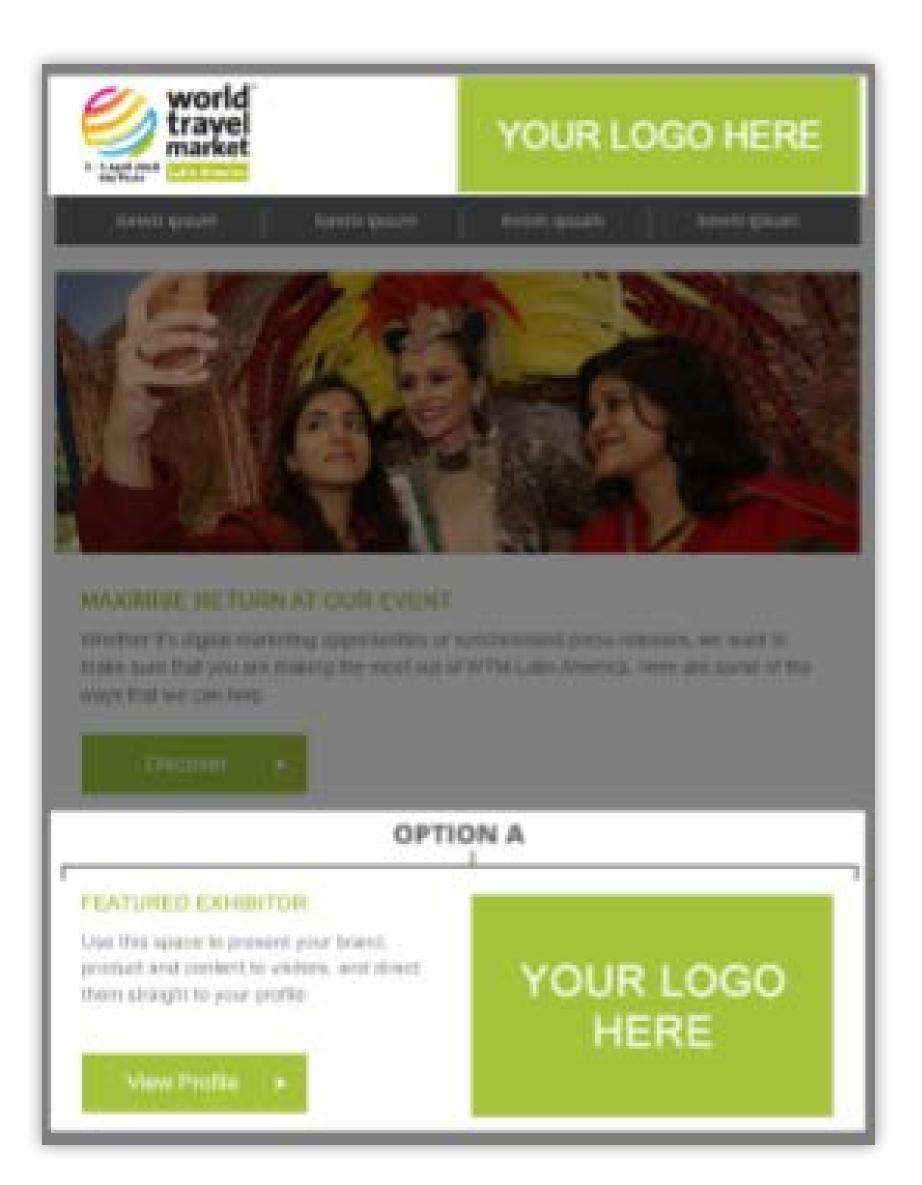
Includes:

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

I want to know more

Countdown clock

Personalised Presentation





Digital Advertising Opportunities

E-mail MKT

Remarketing

Website banners

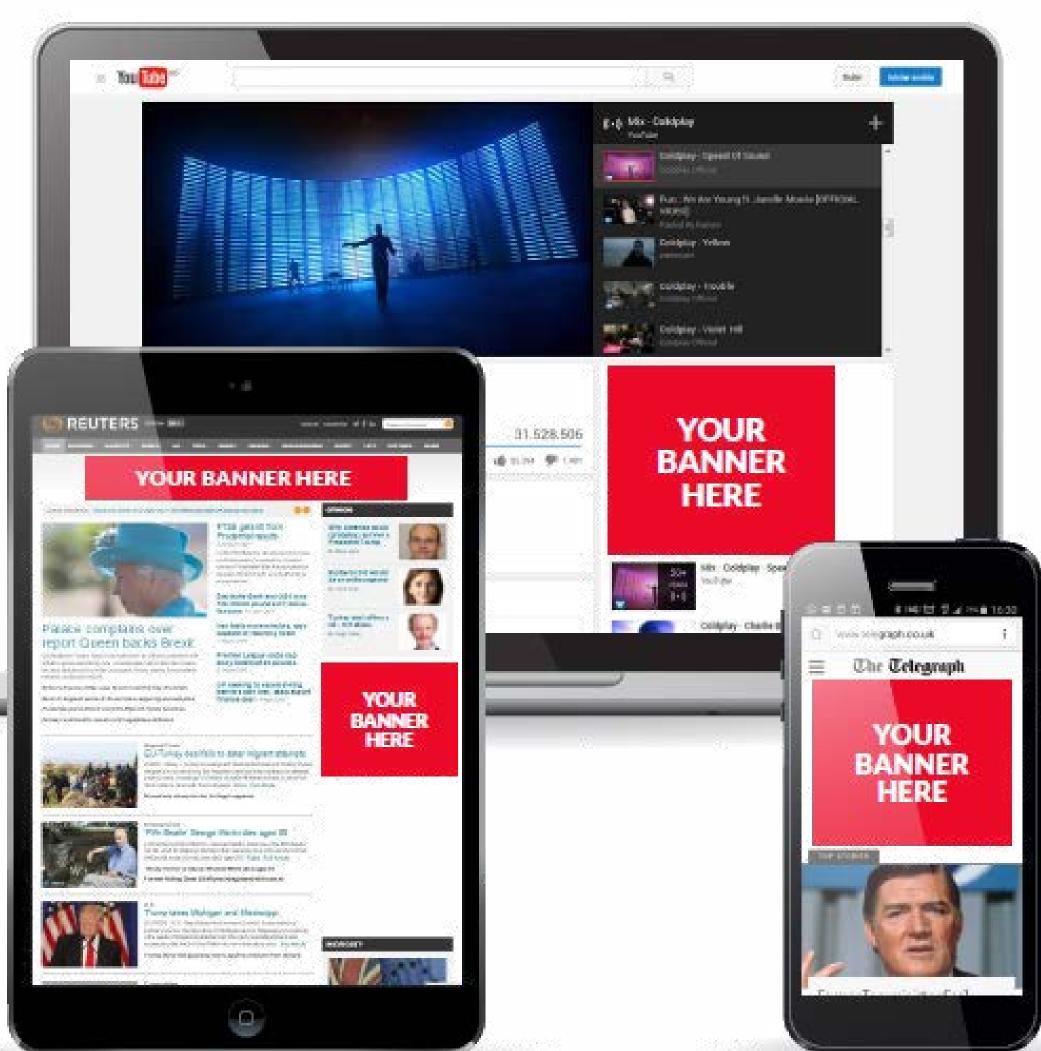


Remarketing

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









E-mail MKT

Remarketing

Website banners



Website Banners

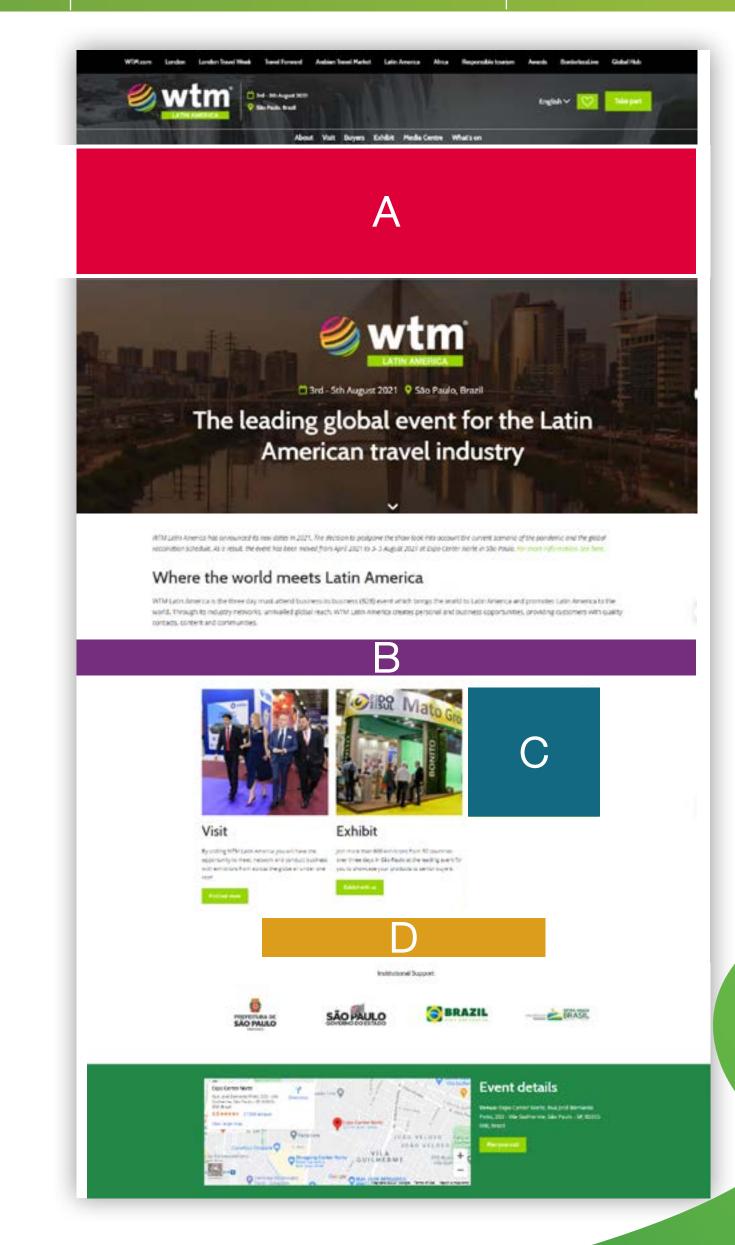
Gain high visibility and generate leads before the show and link your website to the banners so buyers can view your company ahead of the event.

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	Α	В		C	D
	Billboard*	Super leader board**	Med	ium rectangle**	Leaderboard
	970 x 250 px	970 x 90 px	3	300 x 250 px	728 x 90 px
	Homepage	Investment		Visit page	Investm
Α	Billboard	USD 2,067	В	Super leader bo	oard USD 1,
В	Super leader boa	rd USD 1,590	С	Medium rectan	gle USD 1,
С	Medium rectang	le USD 1,007	D	Leaderboard	I USD 1,
D	Leaderboard	USD 1 ,590			
	Whats On page	Investment		Exhibitor Direct	ory Investm
В	Super leader boa	rd USD 795	В	Super leader bo	oard USD 2,
С	Medium rectang	le USD 530	D	Leaderboard	I USD 1,
D	Leaderboard	USD 530			

* Bilboard will be visible for 7 days.

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

Personalised Presentation



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E-mail MKT

Remarketing

Website banners



Countdown Clock

USD 1,590

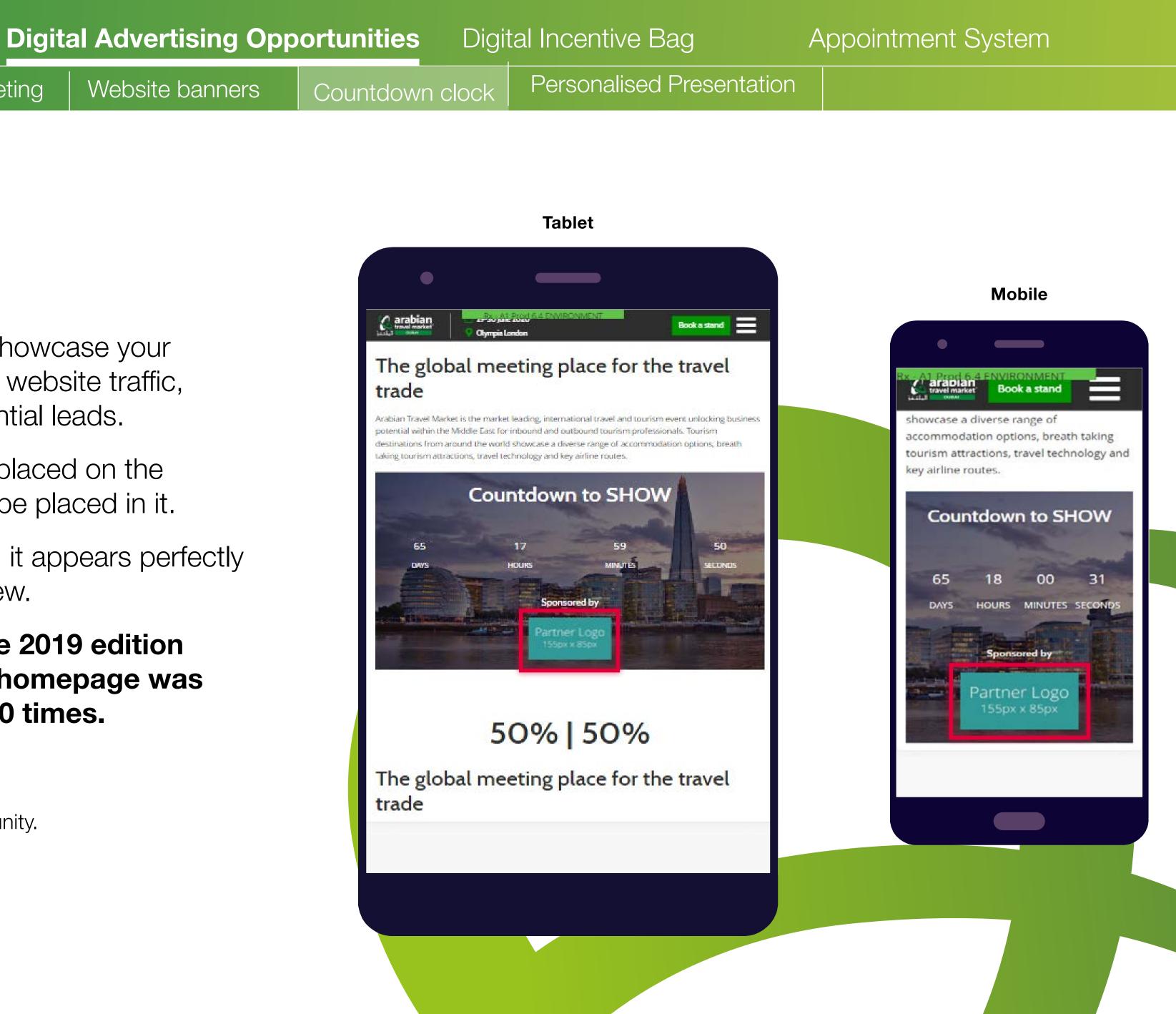
This is a great opportunity to showcase your brand to WTM Latin America's website traffic, increasing the number of potential leads.

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.





Digital Advertising Opportunities

E-mail MKT

Remarketing

Website banners



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









Digital Advertising Opport

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ortunities	Digital Incentive Bag	Appointment	System
ncentive Bag	Presenting Sponsor	Examples	
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Do you want to engage with our audience about something you would like them to know or have?

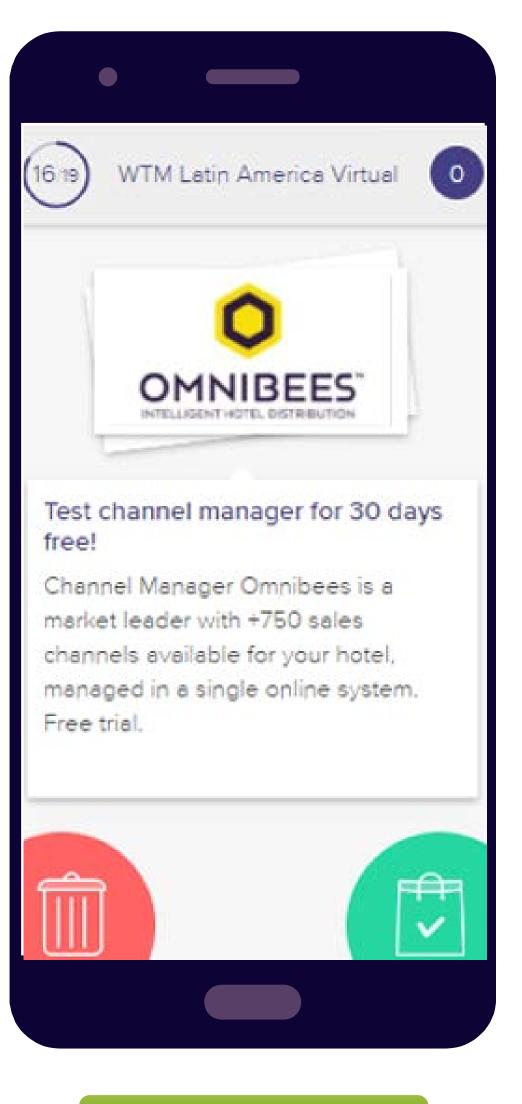
We have one more solution!

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.



rtunities	Digital Incentive Bag	Appointmen	t System
ncentive Bag	Presenting Sponsor	Examples	



Watch demo



Digital Ir









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.

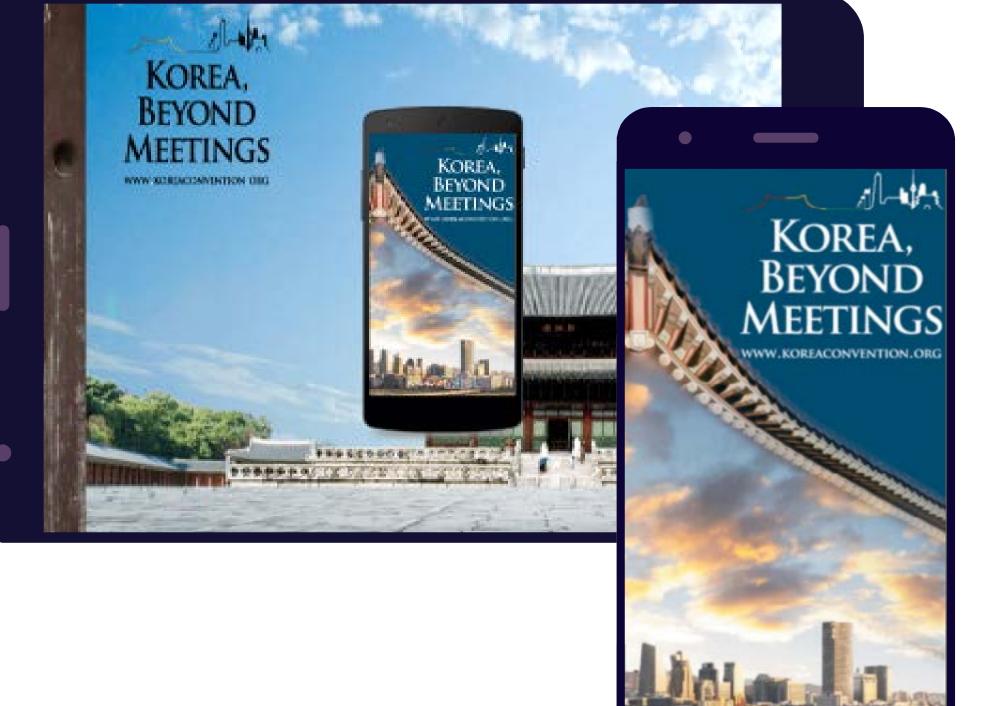
You will get all the benefits of a bag entry **PLUS** the opportunity to brand the whole bag!

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.



rtunities	Digital Incentive Bag	Appointmen	t System
ncentive Bag	Presenting Sponsor	Examples	



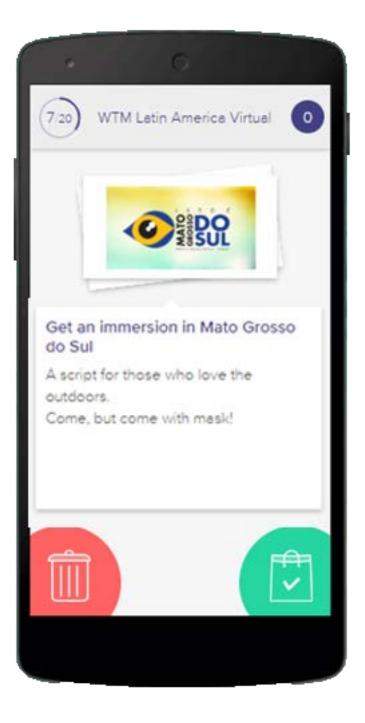


Digital In



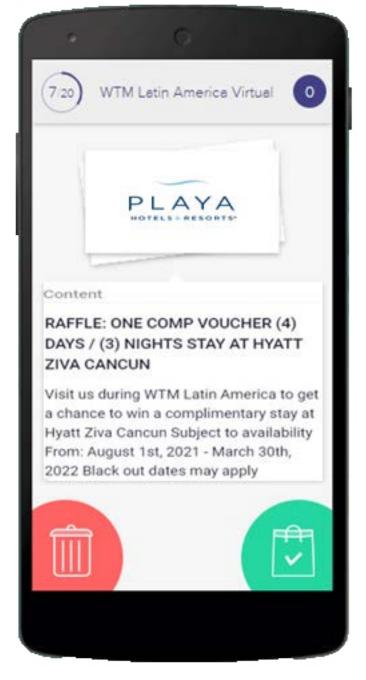
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Digital Incentive Bag: Examples



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

ncentive Bag Presenting Sponsor Examples	em
Lentive Dag Tresenting oponsol Laniples	
Discover amazing experiences in Ihabela! Our virtual bag is filled with an amazing experience for you to feel nature in Ihabela. Compete for 2 nights, snorkeling and 1 Off-Road tour to	M Letin Americe Virtuel
Sample / Free Trial / Tasting for visitor ad BENEFITS OF THIS OFFER: BENEFITS	or prize in exchange activity TS OF THIS OFFER: heration; Brand





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Headline Sponsor

Digital Advertising Opportunities

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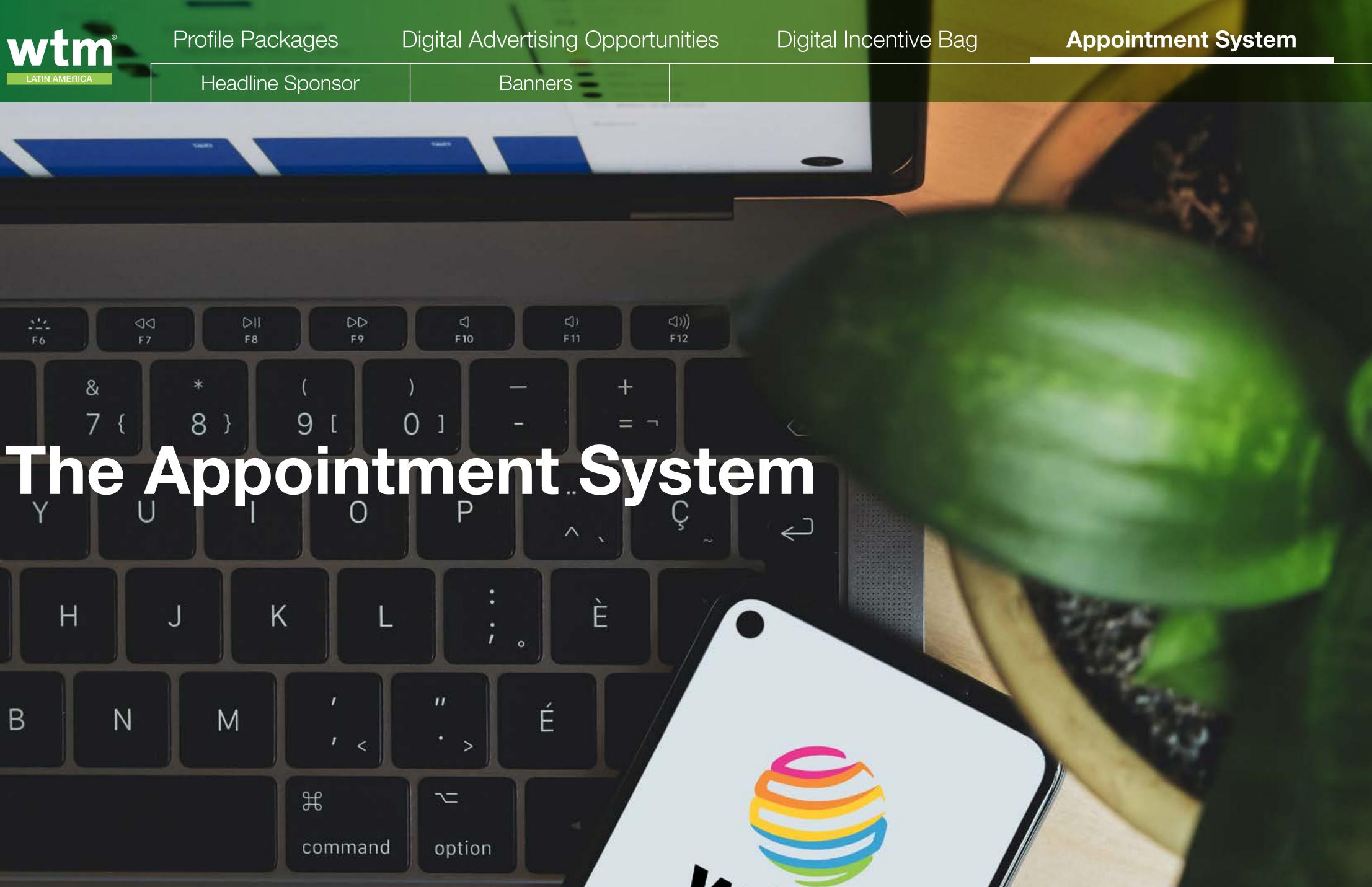
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Headline Sponsor

Banners

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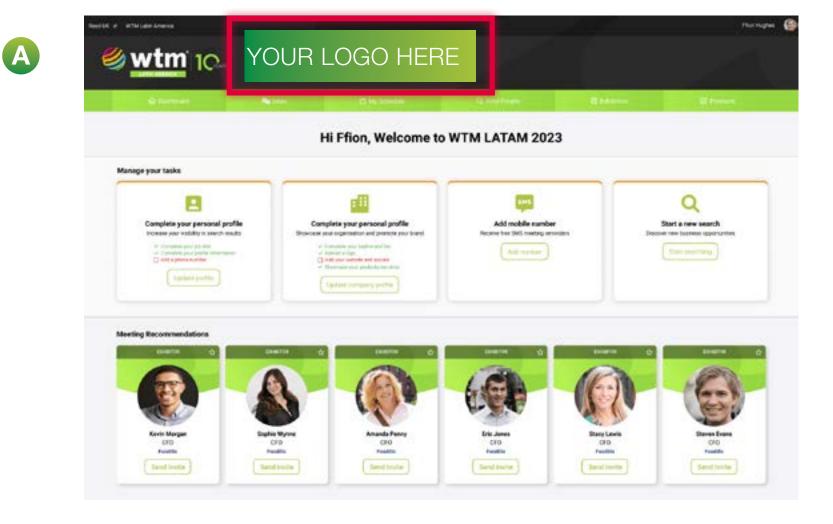
Headline Sponsor

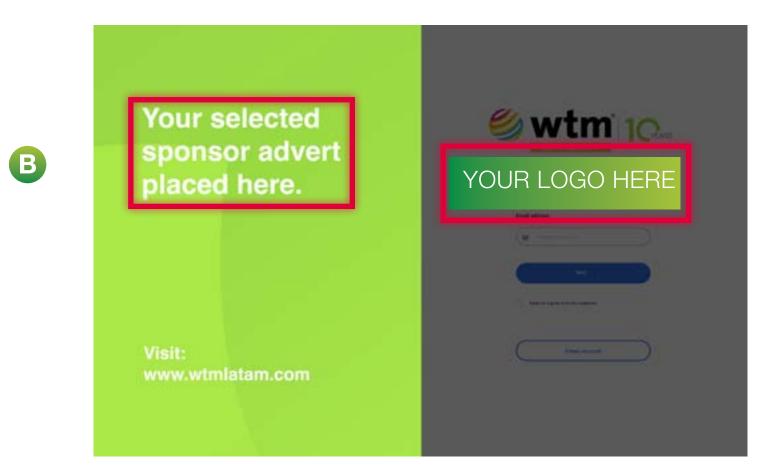
USD 10,600

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
- Your logo and banner on the event login page
- 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









Headline Sponsor

Banners





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

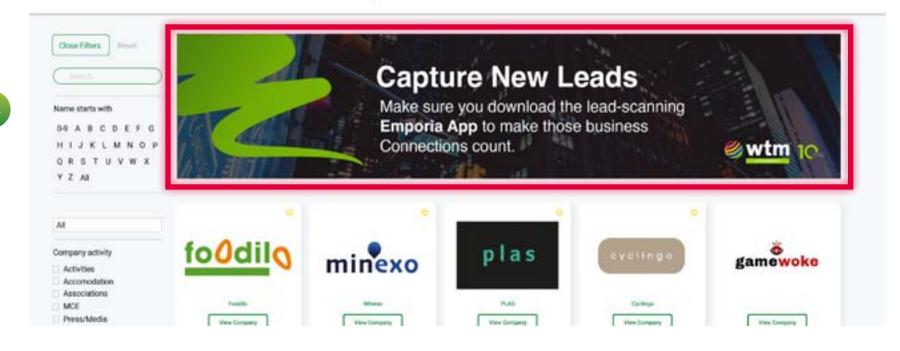
These banners can be shown throughout all 3 days of the event.

There are 3 options:

Option	Investment
Banner on the main dashboard of the platform. Until 3 banners	USD 1,590
Banner on the main page on the exhibitors directory	USD 1,590
C Banner on the top of whats'on page	USD 1,007
<complex-block></complex-block>	



Hi Ffion, welcome to WTM Latin America













/WTM-Latin-America





bianca.pizzolito@rxglobal.com





Silver Package

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Highli	ght (website)
Premium	
SIF JAKOBS JEWHILLERY COPENHAGEN	Sif Jakobs Jeweller Loose Gemstones and Pearls, Jeweller Why visit our stand If you are looking for upscale luxury" our jewellery is made of yellow gold plated 925 sterling silv Description Sif Jakobs Jewellery is a Danish J & produces sophisticated jewellery a modern expression. The brand

Sif Jakobs

🔿 Add to My Plan

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.

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tor Directory.

likely you are to be on their shortlist to receive a new lead.

I want to know more







Silver Pa

Gold Packa

Gold Package

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Highligh	t (website)

Premium

	Sif Jakobs	Jewellery
IF JAKOBS	Loose Gemstones and P	earls, Jewellery
JEWHILLERY	Why visit our stand If you are looking for upscale while luxury" our jewellery is made of rhoo yellow gold plated 925 sterling silver.	
EW EXHIBITOR	Description Sif Jakobs Jewellery & produces sophistic a modern expression	ated jewellery of th
Brands Sif Jakobs		
	🗢 Add to My Pla	in
Signet Ring Val	iano	Ring Matera
engineering ver	dense at	

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.

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Social Media

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uyers looking view your

Only one sponsor is allowed per category.

I want to know more









E-mail Conten within WTM Latin

USD 1,060

Promote your brand to a which includes travel pro segments: travel agencie operators, airlines, etc.

Includes:

Title, description, 275x1 as well as your logo at the second seco

I want to know more

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

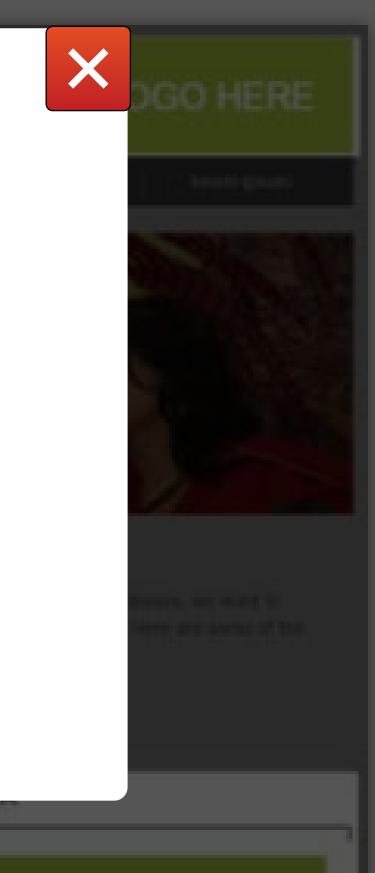
What are the benefits?

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.

Countdown clock

Personalised Presentatior



FEATURED EXHIBITOR

Use this space is present your brand. printed and period to undere, and denot them sharph to your profile.

view Profile 14





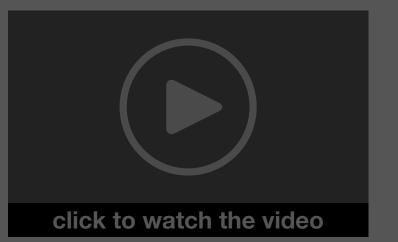






Digital Incentiv

USD 1,590



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- From here the attendee is accepted or rejected in a "
- After browsing all the offers of the offers they chose.
- The attendee instantly rece instructions on how to rede

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!

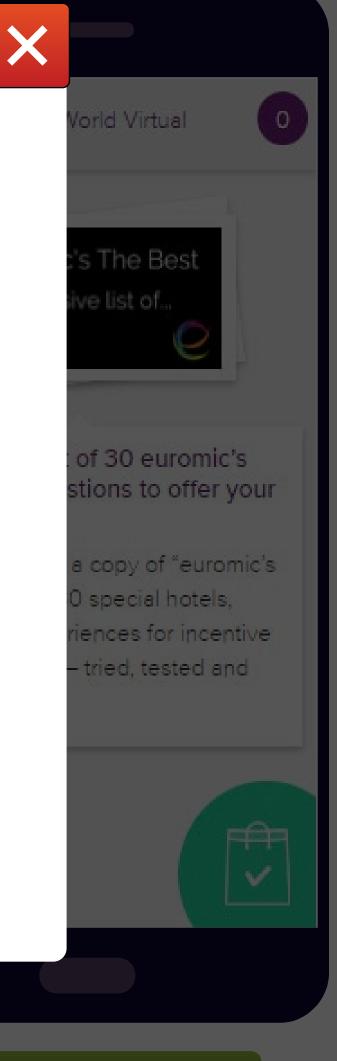
Brand awareness: get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

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.

website), and the exhibitor gets their contact details as a new lead.

I want to know more

tunities	Digital Incentive Bag		
	Presenting Sponsor		



Watch demo









Digital Incentiv

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

Presenting Sponsor

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I want to know more

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