



LATIN AMERICA

São Paulo, 14 - 16 April 2025

Where tech meets touch.

Bridging Connections.

OPPORTUNITIES OF

VISIBILITY IN THE PAVILION



▶ **Buyer Programs**

▶ **Press**

▶ **Registration**

▶ **Theatres**

▶ **Branding**

▶ **Opening Ceremony**

▶ **Experiences**

▶ **Premium Partners**

▶ *Interactive menu: click to view the desired opportunity*

Visibility opportunities in the Pavilion

VISIBILITY IN THE

Buyer Programs



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- ▶ Speed Networking Sessions
- ▶ Training Sessions for Buyers
- ▶ Buyer's Lounge



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Available programs



HOSTED BUYERS

International operators. In 2024 there were more than 70 buyers.

+55% compared to 2023



BUYERS' CLUB

Operators and travel agents from Brazil and around the world. In 2024 there were 2,973 buyers.

+26% compared to 2023



AGENT ON THE ROAD

Exclusive team responsible for selecting more than 500 travel agents from all regions of Brazil.

Brand exposure at Speed Networking sessions



Digital actions

Quota*:

- Logo on the Networking Area page of the website
- Logo on 1 e-mail promoting one of the Speed Networking sessions

Exclusive package:

- Logo on the page referring to the Networking Area of the website
- Logo on all emails promoting all Speed Networking sessions
- Banner (610x150 px) in all emails promoting all Speed Networking sessions



Actions at the event

Quota*:

- Logo on all signs directing to Speed Networking sessions
- Logo on table signs at one of the Speed Networking sessions

Exclusive package:

- Logo on all signs directing to Speed Networking sessions
- Logo on table signs at all Speed Networking sessions
- Receive a list with contact information of all attendees of the Speed Networking Sessions

USD 3,246
(1 quota) - max. 4 quotas

USD 12,023
(exclusive package)

Training Sessions for buyers

Present your destination to buyers selected by the Hosted Buyers and/or Agents on the Road programs.

HOSTED BUYERS

International operators
In 2024 there were 70+ buyers

AGENT ON THE ROAD

Travel agents from all over Brazil
In 2024 there were 500 agents.

DETAILS OF THE OPPORTUNITY

- 50-minute session
- Attendance of 50 buyers
- Audio and video equipment (laptop, projector, screen, sound and microphones).
- Sharing of the list of participating buyers

USD 6,012

Buyers' lounge

Have your brand applied in the lounge with exclusive access for participants in the Hosted Buyer and Buyers' Club programs.



Digital actions

Quota*:

- Logo in emails to buyers
- Banner (970x90 px) on the page dedicated to buyers on the WTM Latin America website

Exclusive package:

- All of the above
- +
- Banner (610x150 px) on emails to buyers



Actions at the event

Quota*:

- Opportunity to distribute material/gifts in the Buyers' Club lounge
- Branding inside the lounge
- Logo on the lounge's directional signage
- Logo on lounge overhead banner
- QR code applied in the lounge with information provided by the sponsor

Exclusive package:

- All of the above
- +
- Receive a list with contact information of all attendees of the lounge

USD 3,246

(1 quota) *max. 4 quotas

USD 12,023

(exclusive package)

* Shared with other sponsors.

VISIBILITY FOR

Media



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- ▶ Influencer's Lounge
- ▶ Brand Exposure for the Press



Influencers' Lounge

Have your brand applied in the exclusive space for content creators visiting the event and get premium visibility, connecting your brand with influencers and industry leaders, promoting networking and strategic partnerships.

DETAILS OF THE OPPORTUNITY

- Logo applied on the sides surrounding the area
- Logo applied to the counter
- Logo applied inside the lounge

USD 12,023
(1 quota)



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Brand exposure for the press

WTM Latin America attracts a great deal of worldwide press coverage from the tourism industry. In 2024, more than 900 journalists attended the event.



Digital actions

Quota*:

- Logo with link on the press page of the website
- Logo with link on press credentials pages
- Logo on press credential confirmation emails

Exclusive package:

- All of the above
- + ◦ Banner (1970x900 px) with link on the press page of the website



Actions at the event

Quota*:

- Logo on press credentials
- Logo on the floor tile in the Press Center
- Logo on a banner in the Press Center
- Logo on all signs directing to the Press Center
- QR Code applied inside the Press Center

Exclusive package:

- All of the above
- + ◦ Receive a list of journalists who visited the lounge during the 3 days of the event.

USD 3,246

(1 quota), max. 4 quotas

USD 12,023

(Exclusive package)

* Shared with other sponsors.



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VISIBILITY IN

Registration



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- ▶ Complete Package
- ▶ Branding at the registration
- ▶ Entrance tunnel to the event



Brand exposure at event registration

WTM Latin America has a comprehensive, multilingual accreditation system. This opportunity offers ample exposure before and during the event for all participants.

Complete visibility package at registration

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Digital actions

- Logo on every page of the registration process
- Logo on all registration confirmation emails
- Banner on the registration page of the website



Actions at the event

- Logo on all physical visitor and exhibitor credentials
- Branding on the back wall of the main entrance registration area
- Branding on the accreditation side panel at the entrance to the white* or green** pavillion
- QR Code in the registration area directing to exhibitor content



* Registration back wall in the White Pavilion - 17.48m x 1.8m

* Side panel in the White Pavilion - 7.5m x 2.9m

** Registration back wall in the Green Pavilion - 18.00m x 1.80m

** Side panel in the Green Pavilion - 7.5m x 2.9m

USD 18,034
(1 quota)



Branding at the registration area



Actions at the event

- Branding on the back wall of the registration area at the entrance to the white* or green** pavilion
- Branding on the accreditation side panel at the entrance to the white* or green pavilion**
- QR Code in the registration area directing to exhibitor content

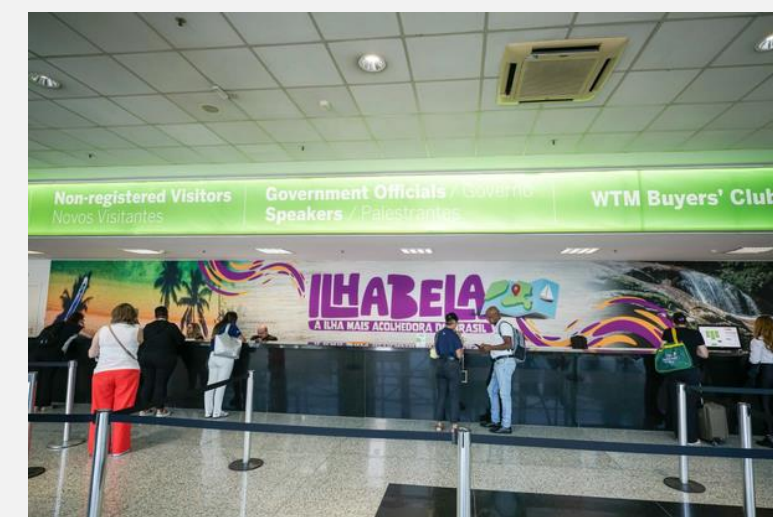
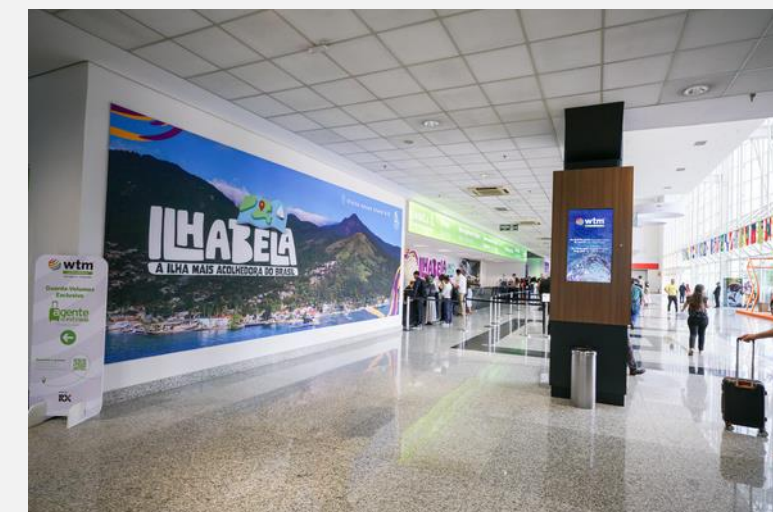
* Registration back wall in the White Pavilion - 17.48m x 1.8m

* Side panel in the White Pavilion - 7.5m x 2.9m

** Registration back wall in the Green Pavilion - 18.00m x 1.80m

** Side panel in the Green Pavilion - 7.5m x 2.9m

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USD 8,000
(1 quota)



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Entrance tunnel to the event

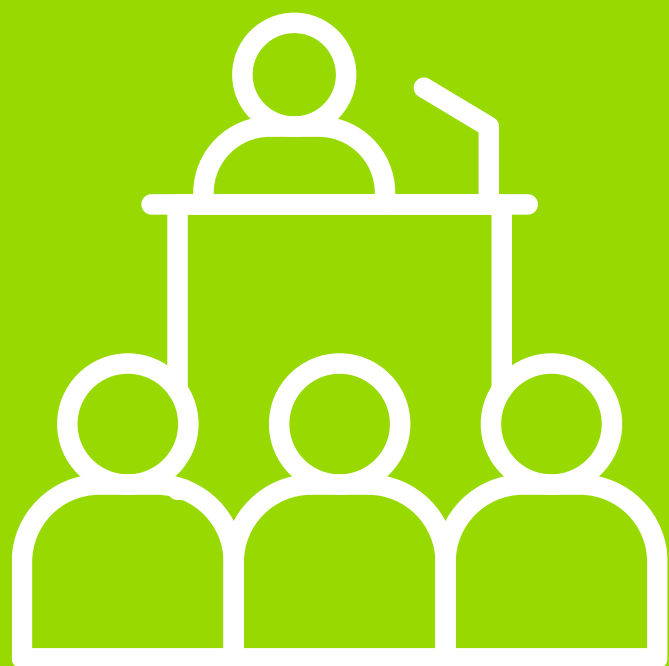
This is a unique opportunity with a direct impact on all event participants. Have your brand applied with your exclusive project at the event's entrance tunnel in the green or white pavilion.

Interested?

Contact our team for more information.

VISIBILITY IN

Conference Theaters



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- ▶ Tecnologia Theater
- ▶ Transformation Theater
- ▶ Trends Theater





Technology Theater

If your brand is looking to be associated with technology and innovation, this is the time and place. The Technology Theater will bring relevant and current content that will help the tourism industry train, anticipate and stay ahead of the competition.

DETAILS OF THE OPPORTUNITY

- Logo on the back of the stage
- Logo in the digital communication about the lectures on this theater
- Logo on the content page about the talks of the event's website
- Logo on the footer of the program panel for this theater's lectures at the event

USD 12,023



Transformation Theater

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Associate your brand with the most relevant themes of the moment, such as Diversity & Inclusion, Responsible Tourism and ESG. This is also the venue for the Responsible Tourism Awards ceremony.

DETAILS OF THE OPPORTUNITY

- Banner on the Responsible Tourism Awards page
- Inclusion of "Sponsored by + logo" in the Responsible Tourism block on the What's on page of the website
- 1 post on social media (Facebook, Instagram and LinkedIn) in Portuguese and Spanish
- Banner in 1 e-mail to accredited visitors and press in Portuguese and Spanish
- Press release for all the press and media on the WTM Latin America database
- Logo on the backdrop of the WTM Latin America opening ceremony
- Logo on the Responsible Tourism Theater
- Logo on the Certificate/Award given to Gold and Silver winners
- 2-minute speech before the award ceremony
- Mention of the sponsor during the opening speech of WTM Latin America and the opening speech of the awards ceremony

USD 12,023



Having your brand associated with the main trends of the tourism industry shows your strong brand positioning.

Trends Theater

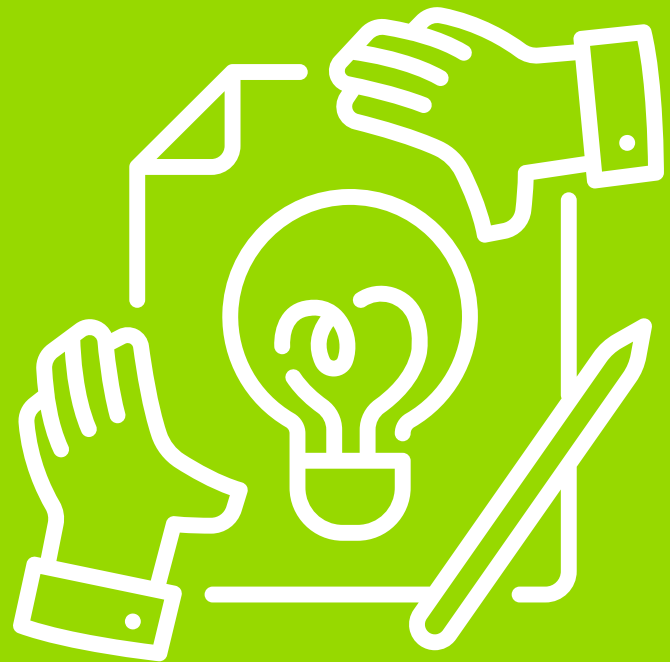
DETAILS OF THE OPPORTUNITY

- Logo on the back of the stage
- Logo on the digital communication about the theater's lectures
- Logo on the content page for the lectures of the event website
- Logo on the footer of the program panel for this theater's lectures at the event

USD 12,023

OPPORTUNITIES FOR

Branding



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- ▶ Banners in the entrance hall (white pavilion)
- ▶ Banner in the entrance hall (green pavilion)
- ▶ Banner in the exit corridor
- ▶ Hanging aisle banner
- ▶ Hanging advertising banner
- ▶ Hanging banner regional
- ▶ Giant Floor Tile
- ▶ Small Floor Tile
- ▶ Advertising Pennants
- ▶ Digital totem
- ▶ Digital totems in the foyer
- ▶ Pavilion Marquee
- ▶ Restaurant tables
- ▶ Video in theaters
- ▶ Lanyards
- ▶ Welcome bags



Banner in the entrance hall

White Pavilion entrance

Banners at the entrance to the event are visible to all participants entering the pavillion, offering significant brand exposure.

DETAILS OF THE OPPORTUNITY

- **1 BANNER** (3.2 x 2.5m)
maximum 6 spots available

USD 2,706

Banner in the entrance hall

Green Pavilion entrance

Banners at the entrance to the event are visible to all participants entering the pavillion, providing significant brand exposure.

DETAILS OF THE OPPORTUNITY

- **1 BANNER** (3.2 x 2.5m)
maximum 7 spots available

USD 2,706

Banner in the exit corridor

Banners at the exit of the event are visible to all participants leaving the pavillion, offering significant brand exposure.

DETAILS OF THE OPPORTUNITY

- 1 BANNER (3.2 x 2.5m)

USD 2,706
2 quotas available

Hanging aisle banner

Hanging aisle banners are double-sided and are placed next to the aisle banners to give your brand even more exposure.

DETAILS OF THE OPPORTUNITY

- 1 BANNER (1,4 x 2,0m)
maximum of 22 spots available

USD 963

Hanging advertising banner

Double-sided hanging advertising banners are highly visible and can be placed above the exhibitors' stands, depending on the type of assembly predetermined (contact the sales team for more information). This is a way of conveying your brand's message with great impact throughout the entire event.

DETAILS OF THE OPPORTUNITY

- 1 BANNER (3 x 2m) with logo only

USD 1,143



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Hanging banner regional

The double-sided hanging banner regional are placed in each region and are the main signposts in each of them. There will be a total of 9 banners signaling the regions in the two pavilions.

DETAILS OF THE OPPORTUNITY

- 1 BANNER (3 x 2 m banners - 0.60 cm high plinth) with logo only

USD 20,655



Giant floor tile

Positioned in strategic places around the event, giant floor tile offer high visibility and are the perfect opportunity to attract visitors' attention as they walk around.

DETAILS OF THE OPPORTUNITY

- 1 FLOOR TILE (4 x 4m)
maximum of 7 spaces available

USD 1,204

Small floor tile

Positioned in strategic around the event, small floor tile offer high visibility and are the perfect opportunity to attract visitors' attention as they walk around.

DETAILS OF THE OPPORTUNITY

- 1 FLOOR TILE (1.4 x 1.4m)
maximum of 10 spaces available

USD 401

Advertising Pennants

Advertising pennants (double-sided) placed on the main aisles of WTM Latin America provide exhibitors with additional exposure by being visible by two-way traffic.

DETAILS OF THE OPPORTUNITY

- 1 BANNER (1.5 x 6m)

USD 3,007

Digital totem

The digital totem has rotating inserts and is positioned at the event. Use this tool to attract more visitors, promote your company, it's launches and/or actions carried out at your stand.

DETAILS OF THE OPPORTUNITY

10-second video or static image

- Size: 1080 x1920px
- Audio: no audio
- File format: mp4 or .jpeg
- Up to 2 brands for each totem (2 units)

USD 3,608

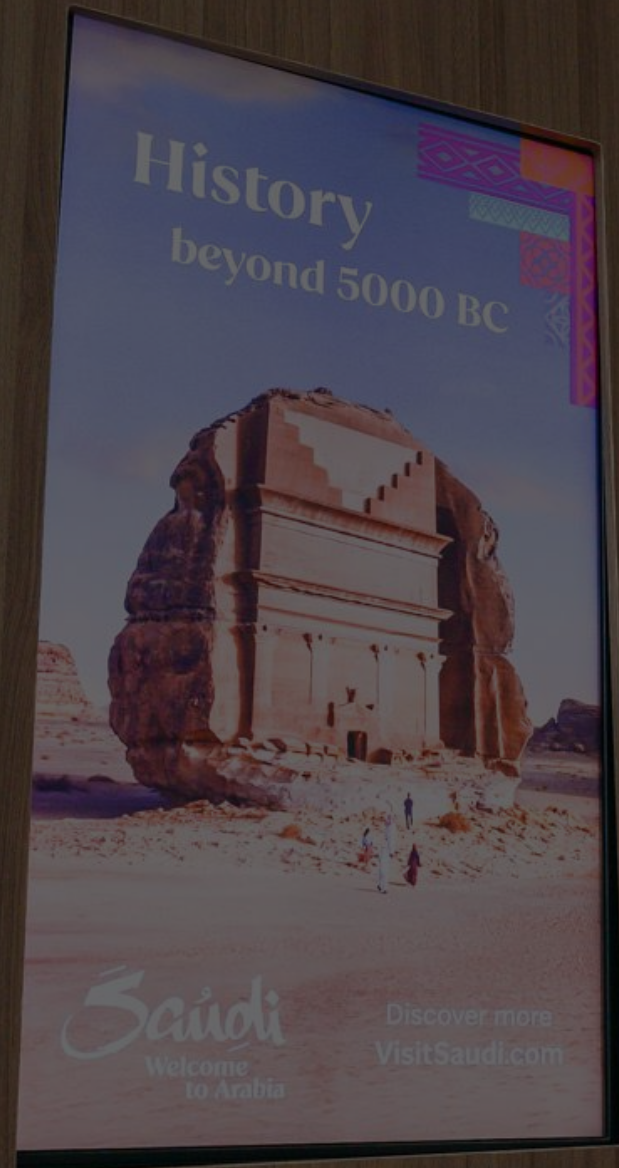
Digital totems in the foyer

The digital totems in the foyer are positioned in front of the event's registration desk, allowing your brand to attract visitors' attention with animated images or videos.

DETAILS OF THE OPPORTUNITY

- Digital Totems in the White Pavilion Foyer
- File format: .jpg 1080x1920px, up to 1mb
- Random, with up to 3 brands
- Up to 6 advertising spaces

USD 3,007



Pavilion marquee

Have your logo applied to the white or green pavilion marquee. This is a high-impact branding opportunity for everyone at the event.

DETAILS OF THE OPPORTUNITY

- 1 BANNER
 - White Pavilion dimensions - (G14: 12.99m x 1.54m) (G13: 2.24m x 1.55m) (G12: 24.83m x 1.55m) (G11: 4.41m x 1.55m)
-
- 1 BANNER
 - Green Pavilion dimensions - (G10: 4.38m x 1.55) (G9: 24.86m x 1.55m) (G7: 12.95m x 1.55m) (G8: 2.25m x 1.55m)



USD 11,000

(1 quota)

max. 2 quotas:
one for the White pavilion and
another for the Green

Restaurant tables

Have your brand displayed on the tables of the official WTM Latin America restaurant. This is a great opportunity for highly-impacting brand visibility.

BRANDING

USD 12,023
(1 quota)



Video in theaters

Have your institutional video shown every day of the event. This is a great opportunity for branding or launching products/services.

USD 3,000
(1 quota)

máx. 3 quotas, each includes:
three video insertions per day,
one in each theater

Lanyards

This is a branding opportunity with high visibility throughout the entire event.

USD 5,250

(1 quota)

*max. of 4 quotas with 5,250 lanyards per quota



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Welcome bags

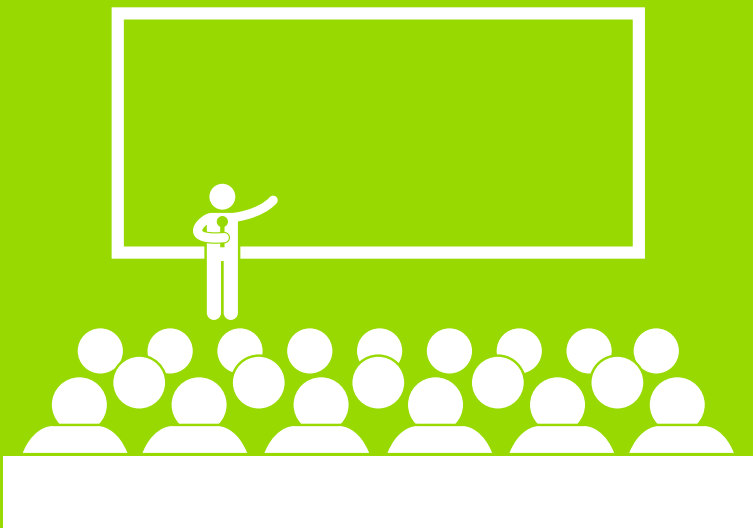
High-impact branding opportunity during the 3-day event. Welcome bags are distributed to all attendees upon arrival.

USD 6,600

(1 quota)
max. of 4 quotas with 3,000
bags each quota

OPORTUNITY OF VISIBILITY AT THE

Opening Ceremony



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▶ Opening Ceremony



Opening Ceremony

Have your brand stand out during the event's Opening Ceremony.

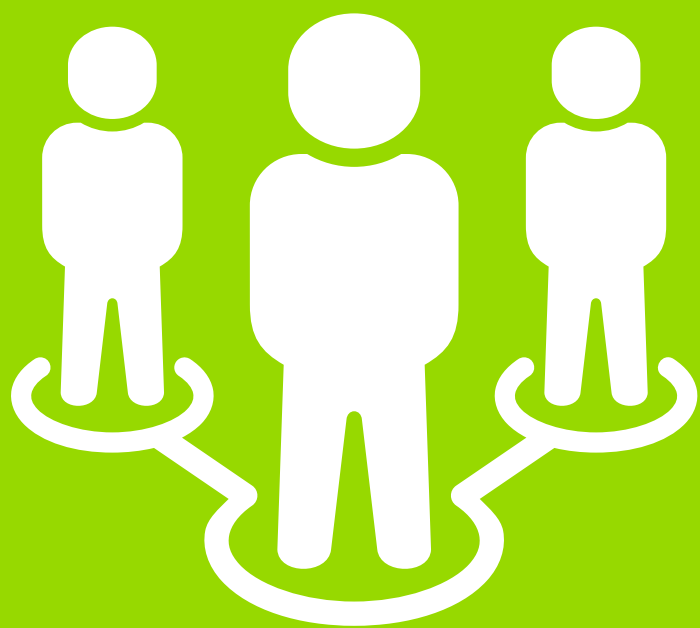
DETAILS OF THE OPPORTUNITY

- Brand mentioned as a supporter during the ceremony
- Brand applied to the ceremony backdrop
- Display of a promotional video of up to 30' during the ceremony
- Branding on theater seat covers
- Branding on the backdrop of the "press chat"

USD 24.000
(1 quota)

OPPORTUNITY FOR VISIBILITY IN

Experiences



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- ▶ Wi-fi Plaza
- ▶ Wi-fi Café
- ▶ Brand Activation
- ▶ Conference Room



Wi-fi plaza

Themed space for socializing, equipped to allow interaction, rest, internet access and the possibility of charging cell phones and electronic equipment for visitors.

DETAILS OF THE OPPORTUNITY

- Space with themed scenography
- Furniture
- Electricity
- Outlets for charging cell phones and electronic equipment
- 4mb internet link

USD 24,046

Wi-Fi Café

Tour Operators Area

Located in the center of the operators' area, it is a space for high-impact promotion. Surrounded by operators working in the outbound tourism market.

DETAILS OF THE OPPORTUNITY

- 36m² area with themed setting*
- Furniture
- Electricity
- 4mb internet
- Coffee service (limited quantity)

** The project will be developed by the event organization according to the sponsor's suggestion.*

USD 24,046



Brand activation

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Exclusive brand activations at the entrance foyer (white and green pavilion) or inside the event.

DETAILS OF THE OPPORTUNITY

- Foyer: 9 x 3m 1 SPACE (max. 4 spaces in the foyer)
- Inside the event: depending on the space chosen

USD 4,810



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Conference room

Have a private room inside the event to hold internal company meetings or seminars open to the public.

DETAILS OF THE OPPORTUNITY

- 50-minute session
- Room with capacity for 50 people*
- Audiovisual equipment (laptop, projector, screen, sound and microphones)
- Promotion of seminars open to the public on the website and in the schedules displayed on site
- Inclusion of private meetings in the schedules displayed throughout the event **(if requested)**

** The event's promotion does not guarantee room capacity.*

USD 1,384

Do you want a personalized experience?

WTM Latin America is ready to host your party, show or experience that you want to offer attendees during the event. Contact our team for more information.

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Premium Partners

Every year WTM Latin America divides its pavilion into key business areas within the tourism industry and now you can tie your brand to each of these areas.

For more information, please contact our sales team.



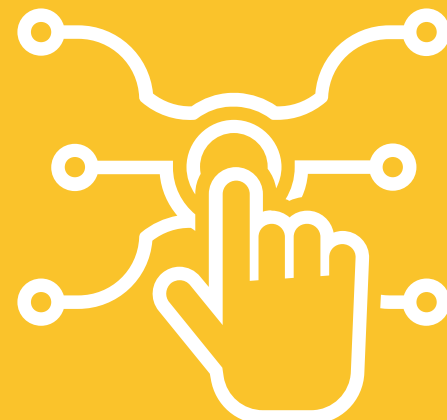
MOBILITY



BACK



ACCOMODATION



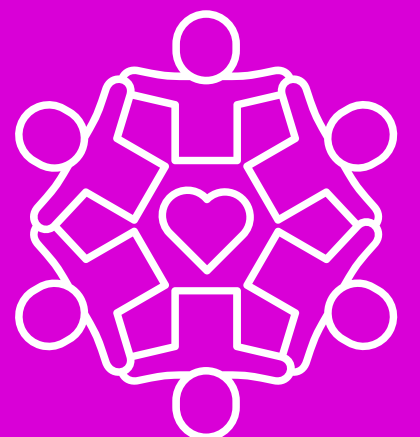
TECNOLOGY



NATIONAL



INTERNATIONAL



DIVERSITY



FORWARD

Premium Partners

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- ▶ Accomodation
- ▶ Tecnology
- ▶ National
- ▶ International
- ▶ Diversity



Premium Partners



MOBILITY

MOBILITY PARTNER
Aligned as a leader in this specialism, co-branding as ‘Show Partner’
Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Hanging Banner non-exclusive (3m x 2m) in the region as an Official Partner

USD 25,533

Premium Partners

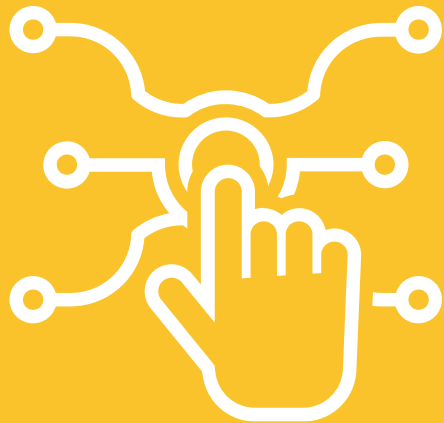


ACCOMODATION

ACCOMODATION PARTNER
Aligned as a leader in this specialism, co-branding as ‘Show Partner’
Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Hanging Banner non-exclusive (3m x 2m) in the region as an Official Partner

USD 25,533

Premium Partners



TECHNOLOGY

TECHNOLOGY PARTNER
Aligned as a leader in this specialism, co-branding as ‘Show Partner’
Tech Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Hanging Banner non-exclusive (3m x 2m) in the area as an Official Partner

USD 25,533

Premium Partners



NATIONAL

NATIONAL DESTINATION PARTNER
Aligned as a leader in this specialism, co-branding as 'Show Partner'
Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Hanging Banner non-exclusive (3m x 2m) in the region as an Official Partner

USD 25,533

Premium Partners

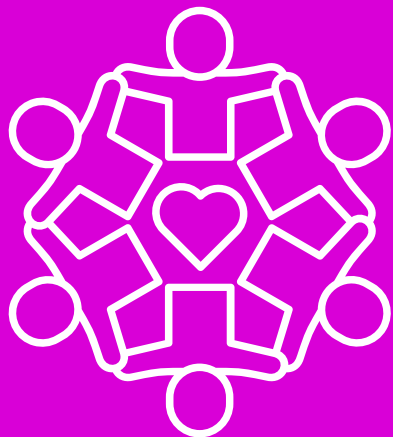


INTERNATIONAL

INTERNATIONAL DESTINATION PARTNER
Aligned as a leader in this specialism, co-branding as 'Show Partner'
Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Hanging Banner non-exclusive (3m x 2m) in the region as an Official Partner

USD 25,533

Premium Partners



DIVERSITY


DIVERSITY, EQUITY & INCLUSION PARTNER
Aligned as a leader in this specialism, co-branding as ‘Show Partner’
Transformation Theatre - presentation slot
Brand exposed during opening ceremony
WTM Gold Exhibitor Sponsor Package
Logo placement on website homepage as Official Show Partner
Logo placement on event floorplan as Official Show Partner
Logo placement on email footer as Official Show Partner
1 x Content block on WTM Official Email campaign
1 x Exclusive WTMLAT Press Release to all event media channels
2 x Social Media posts
Logo placement on diversity route floortile

USD 25,533



LATIN AMERICA

São Paulo, 14 - 16 April 2025

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