



Branding **OPPORTUNITIES**



wtm[®]

LATIN AMERICA

São Paulo, 15 - 17 April 2024



FORWARD

Branding

OPPORTUNITIES

- > Buyers
- > Speed Networking sessions
- > Registration
- > Press / Media
- > Lanyards
- > Welcome bags
- > Seminar room
- > Training sessions for buyers
- > TrendsTheatre
- > Technology Theatre
- > Transformation Theatre
- > Opportunities of branding at the event
- > Brand activations at the event



Interactive menu: click to view the desired opportunity

Brand exposure for buyer's programmes

THE PROGRAMMES



HOSTED BUYERS

International tour operators. In **2023** we had **50 buyers** (60% from Latin America and 40% from other countries)



BUYERS' CLUB

Tour operators from Brazil and Other countries. In **2023** we had **1.308 buyers**.

Brand exposure for buyer's programme



Digital actions

Quota*:

- Logo in e-mails directed to buyers
- Banner (1970x900 px) on the page dedicated to buyers on the WTM Latin America

Exclusive package:

- All of the above
- +
- Banner (610x150 px) in e-mails directed to buyers



Actions at the event

Quota*:

- Opportunity to distribute material/freebies in the Buyers' Club lounge
- Branding inside the lounge
- Logo on the lounge direction signs
- Logo on the air banner over the lounge
- QR code applied in the lounge with information provided by the sponsor

Exclusive package:

- All of the above
- +
- Sending the contact details of the buyers who attended the lounge

USD 3,062

(1 quota) *max. de 4 quotas

USD 11,342

(exclusive package)

* Shared with other sponsors.

Brand exposure in the Speed Networking sessions

The Speed Networking Sessions create opportunities for starting conversations focused on business that you can maintain throughout the entire event. These are business roundtables between buyers - from the Buyers' Club and Hosted Buyers' programmes - and exhibitors.



Brand exposure in the Speed Networking sessions



Digital actions

Quota*:

- Logo on the website in the part referring to the Networking Area
- Logo on 1 e-mail promoting one of the Speed Networking sessions

Exclusive package:

- Logo on the website in the part referring to the Networking Area
- Logo on all the e-mails promoting all the Speed Networking sessions
- Banner (610x150 px) on all the e-mails promoting all the Speed Networking sessions



Actions at the event

Quota*:

- Logo on all direction signposts to the Speed Networking sessions
- Logo on the table boards at one of the Speed Networking sessions

Exclusive package:

- Logo on all direction signposts to the Speed Networking sessions
- Logo on the table boards at all of the Speed Networking sessions
- Sending the contacts of the buyers who attended all the Speed Networking sessions

USD 3,062
(1 quota) - max. 4 quotas

USD 11,342
(exclusive package)

* Shared with other sponsors.

Brand exposure in the event registration area

WTM Latin America has a comprehensive multilingual registration system. This opportunity offers ample exposure for all those taking part both before as well as during the event.



Brand exposure in the event registration area



Digital actions

- Logo on all pages of the registration process
- Logo on all registration confirmation e-mails
- Banner on the website's registration page



Actions at the event

- Logo on all visitor's and exhibitor's badges
- Branding on the back wall of the main entrance*
- QR Code in the registration área aimed at exhibitor content

USD 17,013

Brand exposure to Press / Media

WTM Latin America attracts extensive coverage by the global tourism industry press. In 2023, more than **1.188 journalists** turned up for this edition of the event.



Brand exposure to Press / Media



Digital actions

Quota*:

- Logo with a link on the website's media page
- Logo with a link on media registration page
- Logo on media registration confirmation e-mail

Exclusive package:

- All of the above
- +
- Banner (1970x900 px) with a link on the website's media page



Actions at the event

Quota*:

- Logo on media badges
- Logo on floor tile in the Media Centre
- Logo on a banner in the Media Centre
- Logo on all directional signage to the Media Centre
- QR Code applied inside the press centre

Exclusive package:

- All of the above
- +
- Submission of the list of journalists who attended the lounge during 3 days of the event.

USD 3,062

(1 quota), max. 4 quotas

USD 11,342

(Exclusive Package)

* Shared with Other sponsors.

Lanyards

This is a branding opportunity with **high visibility** during the 3 days of the event.



USD 3,640

(1 quota) *max. of 4 quotas,
4,000 lanyards per quota

Welcome bags

High impact branding opportunity during the 3 days of the event. Welcome bags are distributed to all the participants upon their arrival at the event.



USD 6,120

(1 quota)
max. of 2 quotas with
3,000 bags each quota

Seminar room

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



DETAILS OF THE OPPORTUNITY

- 50 min session
- Room with capacity to 50 people
- Audio-visual equipment (laptop, projector, screen, sound and microphones)
- Public seminars promoted on the website and onsite timetables
- Private meetings included in onsite timetables placed around the event (if requested)

USD 1,305

Destination briefing for buyers

Present your product, service or destination to **selected buyers** by means of the Hosted Buyers' and/or Agents on the Road programs.

HOSTED BUYERS

International Operators

In 2022 we had 51 buyers (60% from Latin America and 40% from other countries)

TRAVEL AGENTS PROGRAMME

Travel Agents from all over Brazil

In 2023 we had 555 agents



DETAILS OF THE OPPORTUNITY

- 50 min session
- Presence of 50 buyers
- AV equipment (laptop, projector, screen, sound and microphones).

USD 5,671

Trends Theatre

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



DETAILS OF THE OPPORTUNITY

- Logo at the back of the stage
- Logo in the digital communication about this theatre's conferences
- Logo on the event's website, on the content page referring to the conferences
- Logo on the footer of the scheduling panel of this theatre's conferences at the event

USD 11,342

Technology Theatre

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



DETAILS OF THE OPPORTUNITY

- Logo at the back of the stage
- Logo in the digital communication about this theatre's conferences
- Logo on the event's website, on the content page referring to the conferences
- Logo on the footer of the scheduling panel of this theatre's conferences at the event

USD 11,342

Transformation Theatre

This is the perfect opportunity to associate your brand with subjects of great relevance at the moment, such as Diversity & Inclusion, Responsible Tourism and ESG. This space also hosts the Responsible Tourism Award ceremony.



DETAILS OF THE OPPORTUNITY

- Banner on the Responsible Tourism Award page
- Inclusion of “Sponsored by + logo” in the block about Responsible Tourism on the website’s Programming page
- 1 post on social media (Facebook, Instagram and LinkedIn) in Portuguese and Spanish
- Banner in 1 e-mail for registered visitors and press in Portuguese and Spanish
- Press release for all press and media vehicles in WTM Latin America’s database
- Logo on the backdrop of WTM Latin America’s opening ceremony
- Logo at the Responsible Tourism Theatre
- Logo on the Certificate/Award given to Gold and Silver winners
- 2-minute speech before the presentation of the award
- Mention of the sponsor during the speech at the opening of WTM Latin America and also during the opening speech of the awards ceremony

USD 11,342

Opportunities

ONSITE BRANDING

- > Hanging aisle banners
- > Hangind advertising banners
- > Giant floor tile
- > Pennants
- > Digital standing banner
- > Hand sanitizer dispenser stand
- > Foyer advertising banner – White Pavilion Entrance
- > Foyer advertising banner – Green Pavilion Entrance
- > Foyer advertising banner – Exit Pavilion
- > Digital screens in the foyer
- > Brand activations at the event
- > Wi-Fi Plazas
- > Wi-Fi Coffee (Tour Operators Area)



Interactive menu: click to view the desired opportunity

Hanging aisle banners

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



1 BANNER (1,4 x 2,0m)
Availability of a **maximum of 19 spaces**

USD 908

Hanging advertising banner

The hanging advertising banners are double-sided, offering **high visibility** and are placed above the exhibitors stand. It is a way to transmit your brand's message with **high impact during 3** days of the event.

Located above the stand.



1 BANNER (3 x 2m)
with logo only

USD 1,078

Hanging region banner

Double-sided aerial banners are displayed in each region and are the main signs for each of this. In total there will be **9 banners** signaling the regions in the two pavilions.



1 BANNER (3 x 2m)
with logo only

USD 19,485

Giant floor tile

The Giant floor tiles are positioned at **strategic locations** throughout the exposition, Offer **high visibility**, and are the perfect opportunity to **attract visitors attention** as they walk through the exhibition.



1 FLOOR TILE
(4 x 4m)

availability of a maximum of 6 spaces

USD 1,135

Small floor tile

- Positioned in strategic locations throughout the fair, floor stickers offer high visibility and are the perfect opportunity to attract visitors' attention as they walk through the exhibition.



1 FLOOR TILE
(1 x 1m)

availability of a maximum of 6 spaces

USD 378

Pennants

Advertising pennants, double-faced, located in the main aisles of WTM Latin America, provide exhibitors with **additional exposure** because they are visible both sides.



1 BANNER (1,5 x 7m)
availability of a **maximum of 6 spaces**

USD 2,836

Digital Standing Banner

The digital standing banner has **rotating artworks** and it is **positioned at strategic points in the event**. Use this tool to **attract more visitors, promote your company**, publicise launches and/or announce actions taking place on your stand.



*os modelos de totem podem variar

DETAILS OF THE OPPORTUNITY

- Dimensions: 1080 x1920px
- Max length.: 10 seconds
- Audio: no audio
- File types: mp4

1 BANNER

availability of a maximum of 6 spaces

USD 3,403

Hand sanitiser dispenser stand

The hand sanitiser dispenser stand allows your logo to be in evidence in the location, this item is strategically distributed at locations where there is an intense flow of people. This is a great opportunity to promote your brand strategically.



*os modelos de totem podem variar

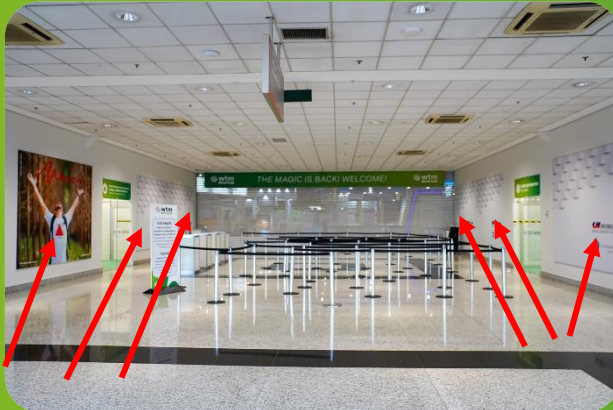
1 DISPENSER STAND
availability of a maximum of 15 spaces

USD 568

Foyer advertising banners

(white pavilion entrance)

The banners at the entrance are **visible to all attendees** that are entering the event, offering excelente brand exposure.



1 BANNER (3,16 x 2,90m)
Availability of a maximum of 6 spaces

USD 2,552



Foyer advertising banners

(green pavilion entrance)

The banners at the entrance are **visible to all attendees** that are entering the event, offering excelente brand exposure.



1 BANNER (3,16 x 2,90m)

Availability of a **maximum of 6 spaces**

1 BANNER lateral (7,50 x 2,90m)

Availability of a **maximum of 1 space**

USD 2,552

Foyer advertising banners (exit pavilion)

The banners at the exit are **visible to all attendees** that are leaving the event, offering excelente brand exposure.



1 BANNER (3,2 x 2,5m)
availability of a maximum of 2 spaces

USD 2,552

Digital screens in the foyer

The digital screens in the foyer are positioned **in front of the event's registration area** and enable your brand to **catch visitors' attention** via animated images or videos.



DETAILS OF THE OPPORTUNITY

- Digital screens in the Foyer of the White Pavilion
- Availability up to **8 brands**

SCREEN

(File type .jpg 1080x1920px, 1mb)

availability of a **maximum of 6 spaces**

USD 2,836

Brand activations at the event

Perform exclusive activations of your brand at the following locations:

- entrance foyer (white pavilion or green pavilion)
- inside the event



SIZE OF THE SPACES

- Foyer: 9 x 3m
- Inside the event: it depends on the space chosen

1 SPACE

(max. of 4 spaces in the foyer)

USD 4,537

Wi-Fi Plazas

It is a thematic space for socializing, equipped to allow interaction, rest, and access internet. It is also possible for visitors to charge cell phones and electronic equipment.



DETAILS OF THE OPPORTUNITY

- Area with thematic design
- Furniture
- Electricity
- Points for charging mobile phones and electronic equipment
- 4MB of internet connection

1 SPACE

USD 22,684

Wi-Fi Café (Tour Operators Area)

Located in the **centre of the operators area**, is a place for **high impact advertising**. Surrounded by operators who are active in the *outbound* tourism market.



DETAILS OF THE OPPORTUNITY

- An area of 36m² with a thematic design*
- Furniture
- Electricity
- 4MB of internet connection
- Coffee service (limited amount)

1 SPACE

USD 22,684

* The project will be prepared by the event's organisers in accordance with the suggestions of the sponsor .

