



interactive menu

# Digital Branding Opportunities 2022



**wtm**<sup>®</sup>

LATIN AMERICA

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

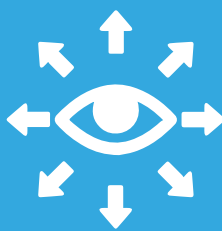
**We have the right product for you.** Each digital sponsorship opportunity has been built with your business objectives in mind.

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 370**

### On the website:

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

### Appointment System\*:

- Featured Listing

### Mention in a social media post

 **GOLD** **USD 1,500**

### 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

Social Media

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](#)

**Signet Ring Vallano**

**Ring Matera**

**Bangle Sacile**

Stand: D91

Website

Email

+45 53535830

## • 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](#)

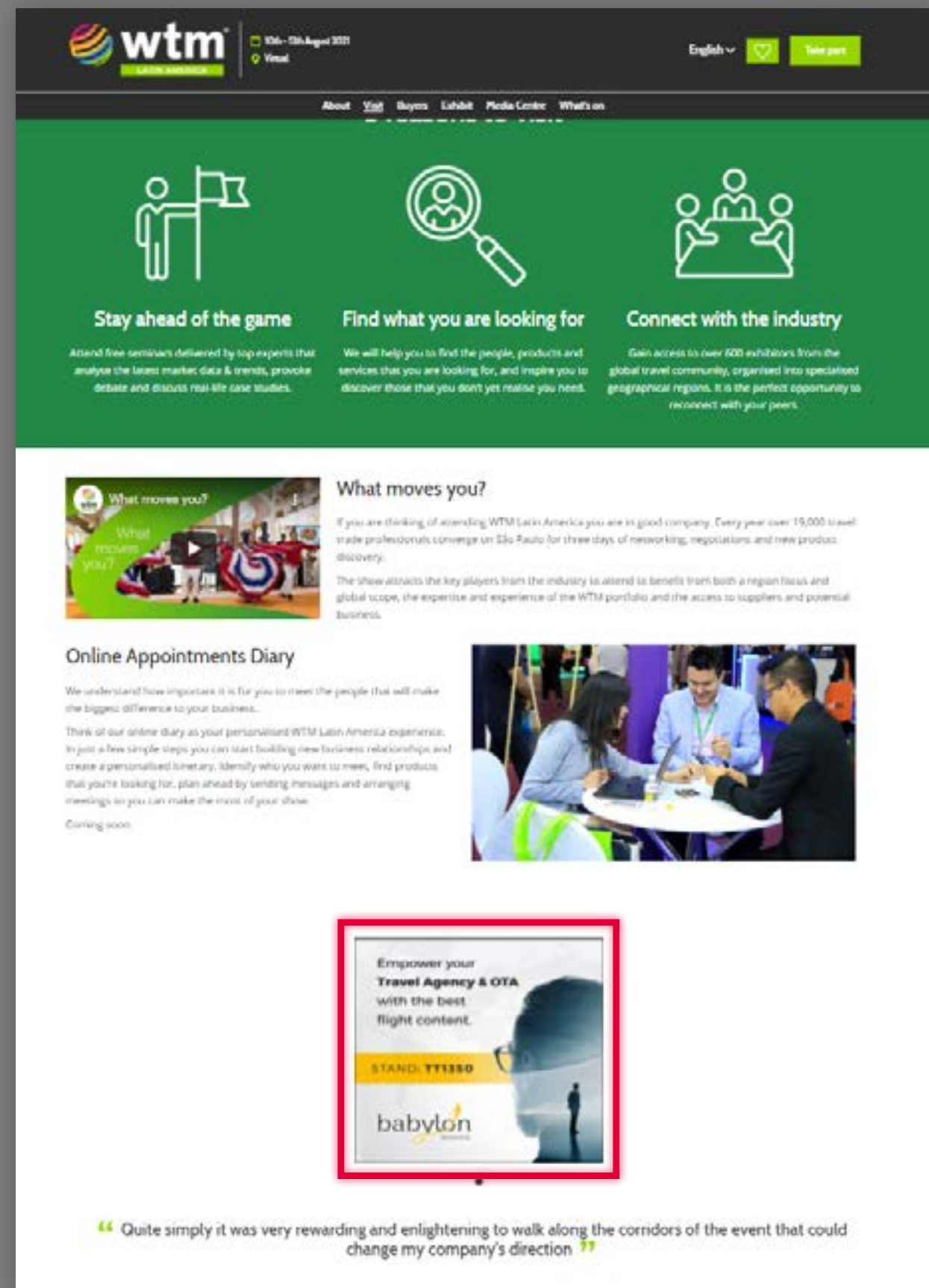
# Silver Package

Highlight (website)

Banner (website)

Appointment System

Social Media



- 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.



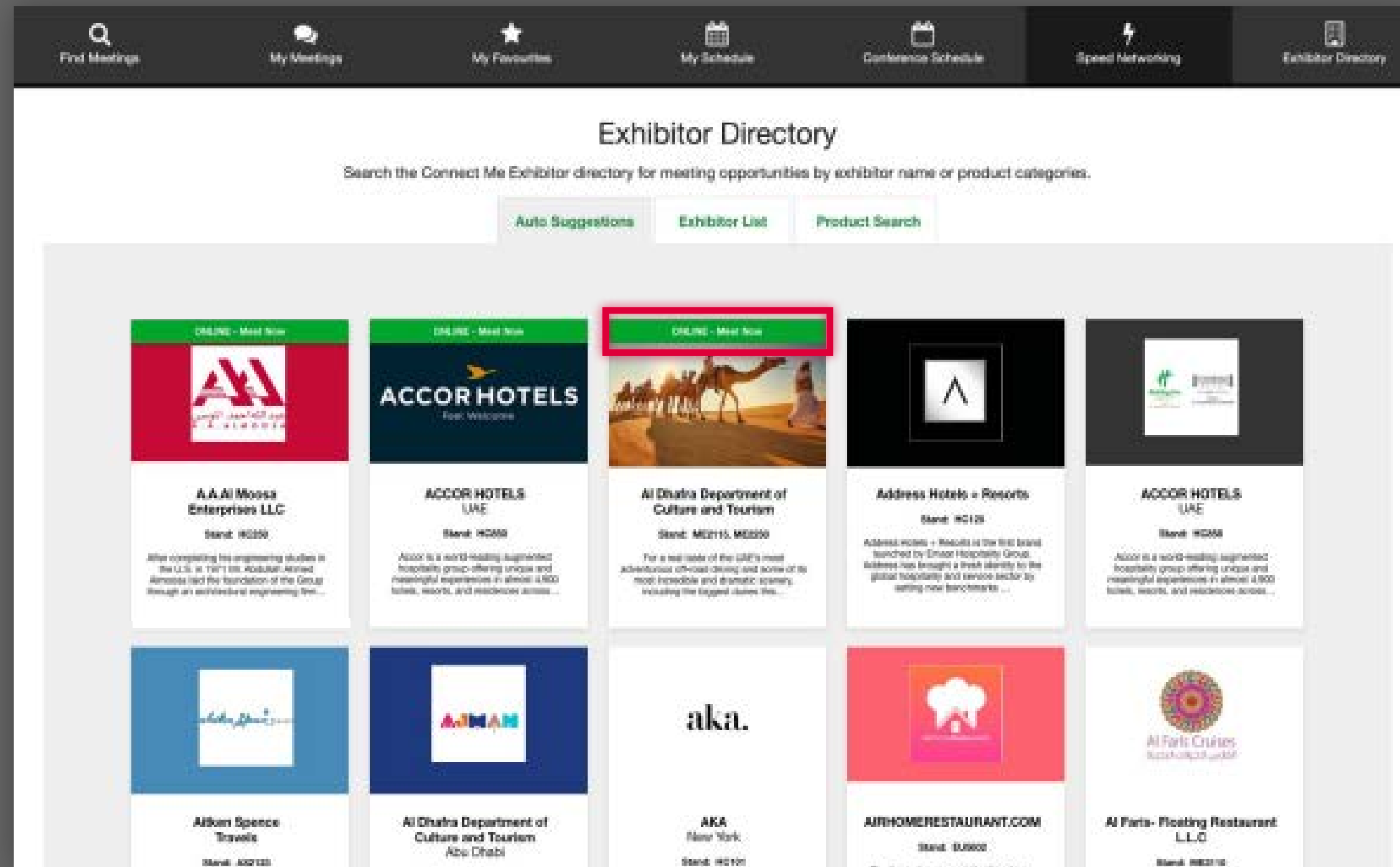
# Silver Package

Highlight (website)

Banner (website)

Appointment System

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).

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



## Silver Package

Highlight (website)

Banner (website)

Appointment System

Social Media



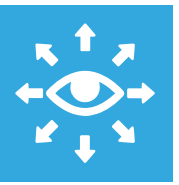
- Mention in a **social media** post

Your brand will be mentioned as an exhibitor on all our social media channels before the event:


- **Facebook:** 89,852 fans
- **LinkedIn:** 1,747 followers
- **Instagram:** 6,129 followers

\* Content and image chosen by WTM Latin America.



 **Gold Package****Highlight (website)****Banner (website)****Appointment System****Social Media**

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](#)

**Signet Ring Vallano**

**Ring Matera**

**Bangle Sacile**

Stand: D91

Website

Email

+45 53535830

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

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

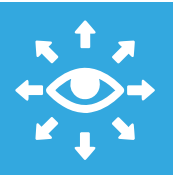
The profile details includes the same as the Silver Package.

- 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](#)



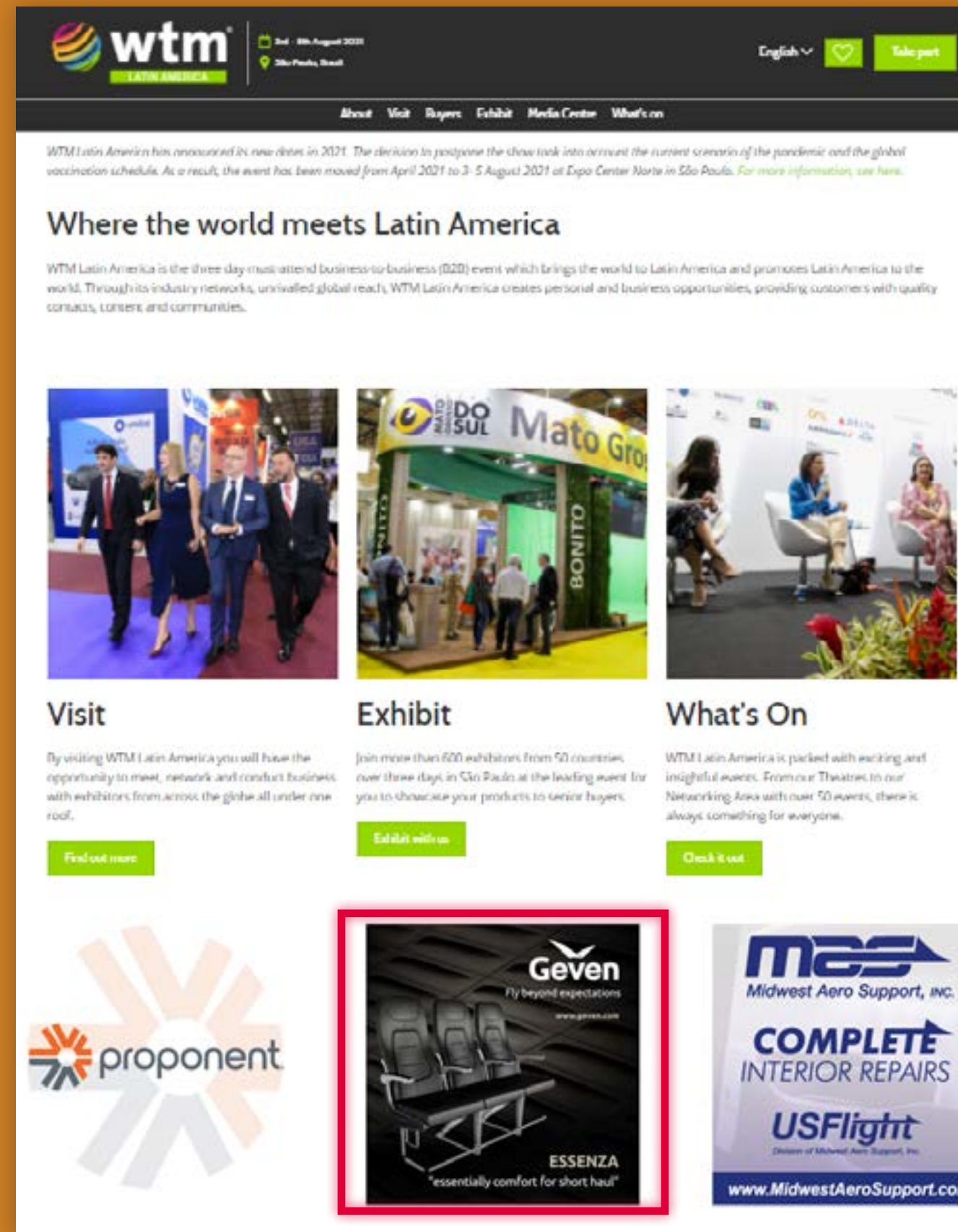
# Gold Package

## Highlight (website)

## Banner (website)

## Appointment System

## Social Media

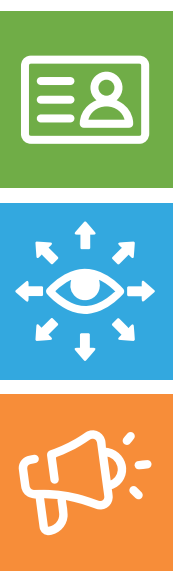


- Banner in the **Homepage**.

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](#)



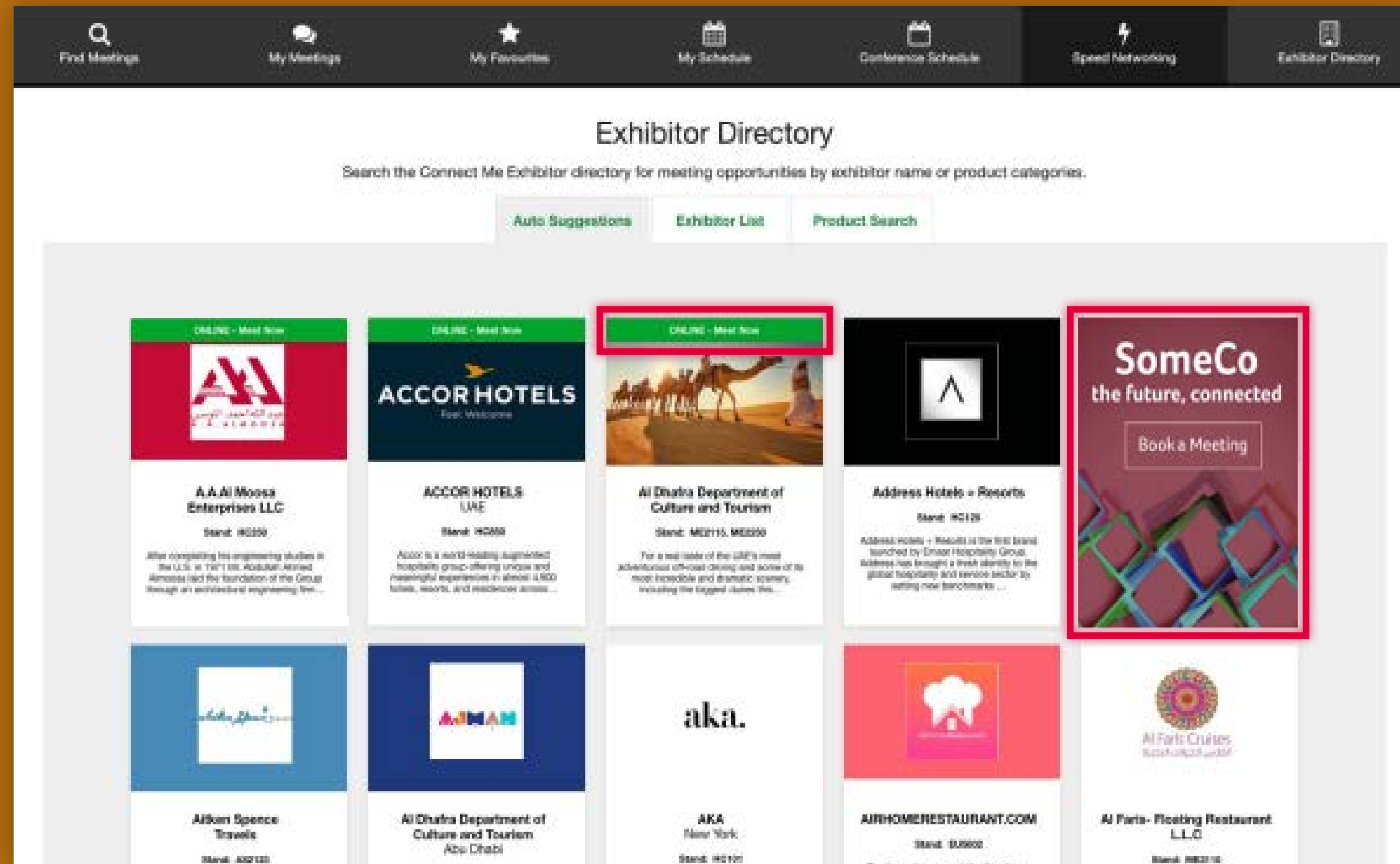
# Gold Package

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



- 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:** 89,852 fans
- **LinkedIn:** 1,747 followers
- **Instagram:** 6,129 followers

\* Content and image chosen by the exhibitor.



# Digital Advertising Opportunities



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

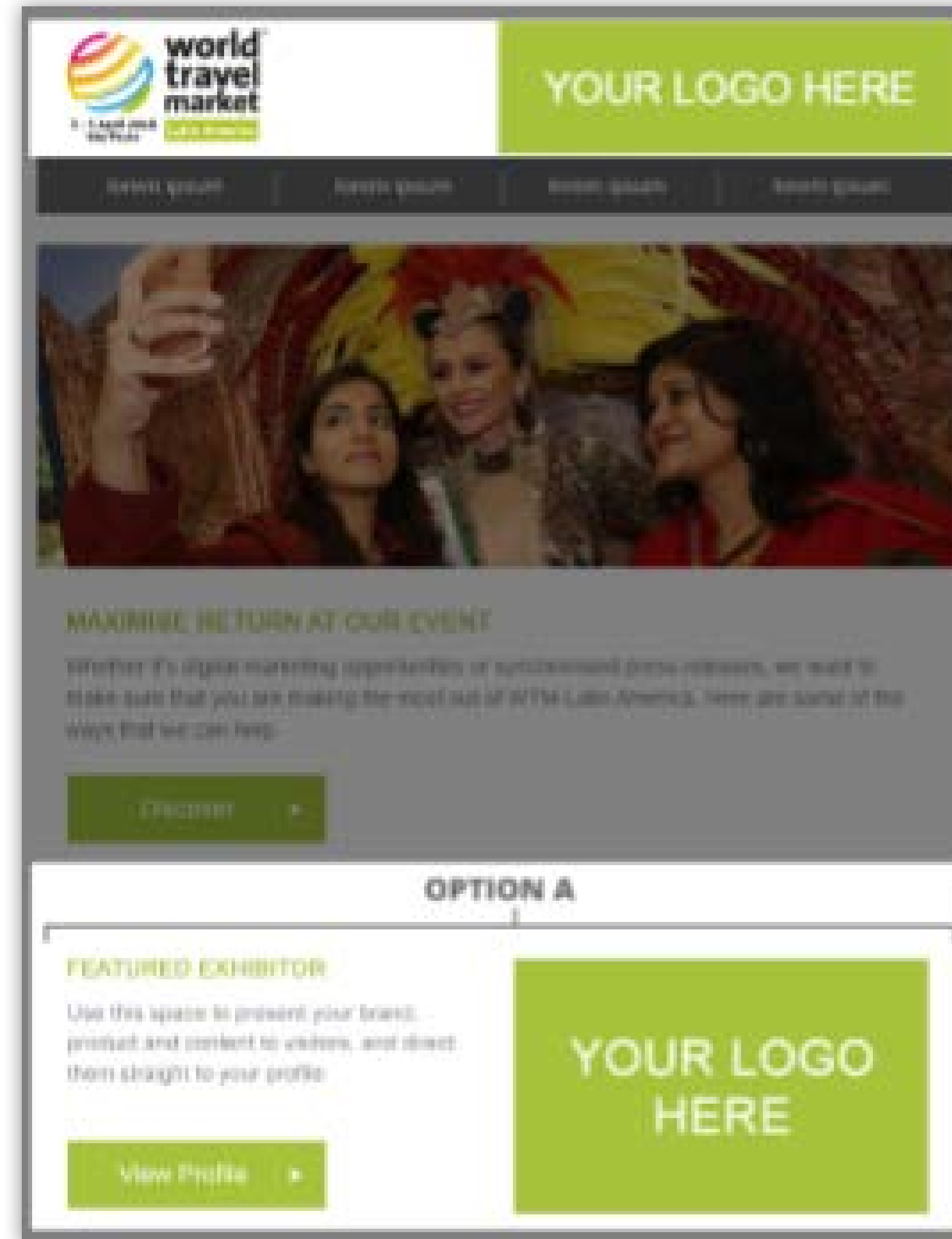
USD 1,000

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](#)



The screenshot shows an email content block with a header containing the WTM logo and a green box labeled "YOUR LOGO HERE". Below the header is a navigation bar with four "Event Search" buttons. The main content area features a large image of people at an event, followed by the heading "MAXIMIZE RETURN AT OUR EVENT" and a paragraph of text. A green "Discover" button is positioned below the text. Below this is a section titled "OPTION A" which contains a "FEATURED EXHIBITOR" heading, a paragraph of text, and a green "View Profile" button. To the right of the text is another green box labeled "YOUR LOGO HERE".

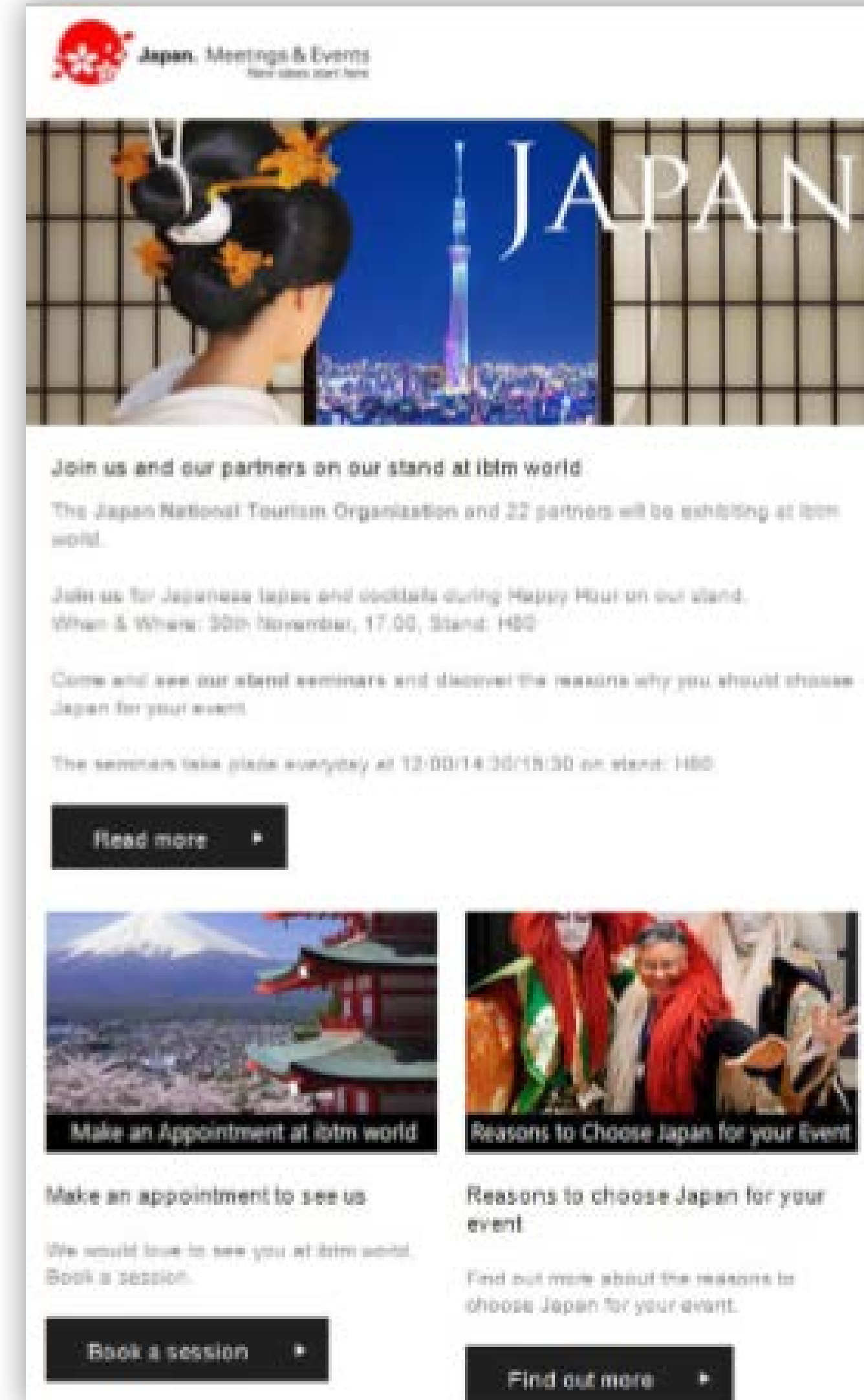


## E-mail Marketing exclusive

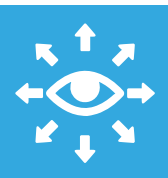
USD 2,950

Choose your target audience segment and promote your brand as sole email sponsor in a visitor email.

I want to know more



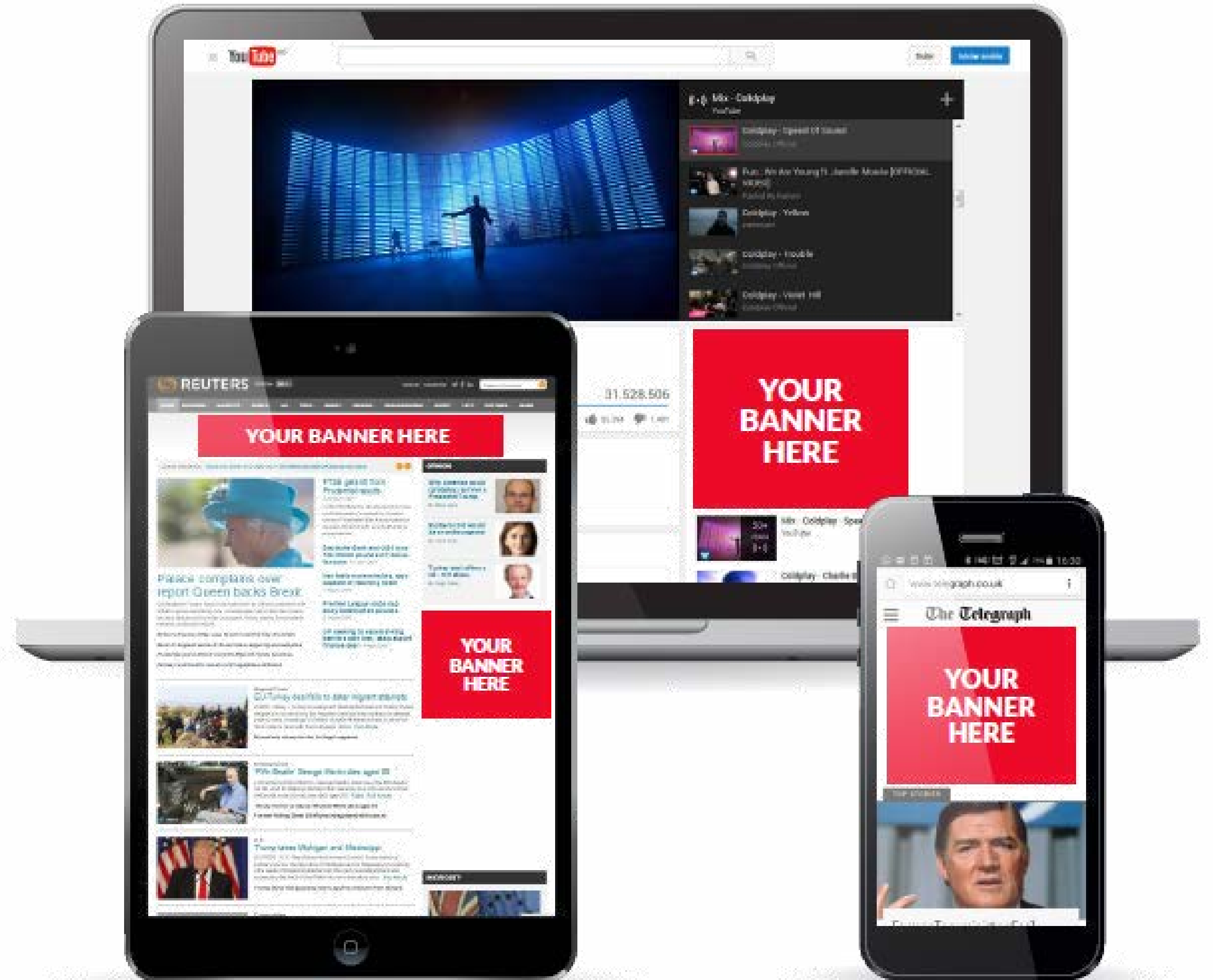
The screenshot shows an email marketing campaign for "Japan Meetings & Events". The header features the organization's logo and the text "Japan Meetings & Events" with a sub-headline "New ideas start here". The main visual is a woman in a traditional Japanese kimono looking out at a night view of Tokyo with the Tokyo Skytree. Below the image, the text reads: "Join us and our partners on our stand at ibtm world", "The Japan National Tourism Organization and 22 partners will be exhibiting at ibtm world.", "Join us for Japanese tapes and cocktails during Happy Hour on our stand.", "When & Where: 30th November, 17.00, Stand: H80", "Come and see our stand seminars and discover the reasons why you should choose Japan for your event.", and "The seminars take place everyday at 12:00/14:30/19:30 on stand: H80". A "Read more" button is present. Below this, there are two smaller sections: "Make an Appointment at ibtm world" with a "Book a session" button, and "Reasons to Choose Japan for your Event" with a "Find out more" button.



# 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 2,950
50,000 times	USD 4,500
100,000 times	USD 7,200







# 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
<b>Billboard*</b>	<b>Super leader board**</b>	<b>Medium rectangle**</b>	<b>Leaderboard**</b>
970 x 250 px	970 x 90 px	300 x 250 px	728 x 90 px

	Homepage	Investment
<b>A</b>	Billboard	USD 1,950
<b>B</b>	Super leader board	USD 1,500
<b>C</b>	Medium rectangle	USD 950
<b>D</b>	Leaderboard	USD 1,500

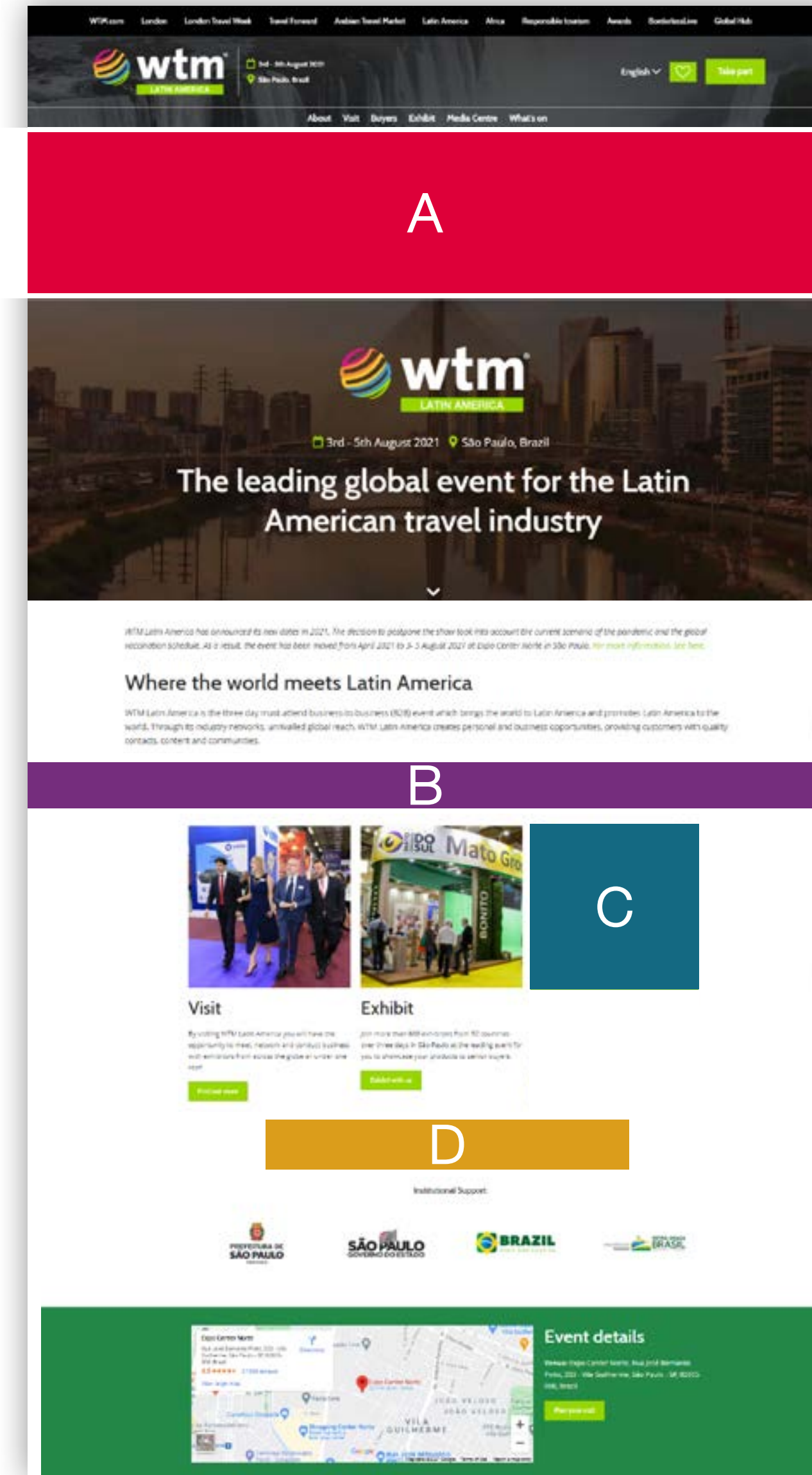
	Visit page	Investment
<b>B</b>	Super leader board	USD 1,200
<b>C</b>	Medium rectangle	USD 950
<b>D</b>	Leaderboard	USD 950

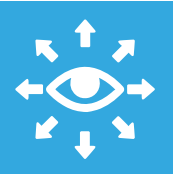
	Whats On page	Investment
<b>B</b>	Super leader board	USD 750
<b>C</b>	Medium rectangle	USD 500
<b>D</b>	Leaderboard	USD 500

	Exhibitor Directory	Investment
<b>B</b>	Super leader board	USD 1,950
<b>D</b>	Leaderboard	USD 1,500

\* 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 1,500

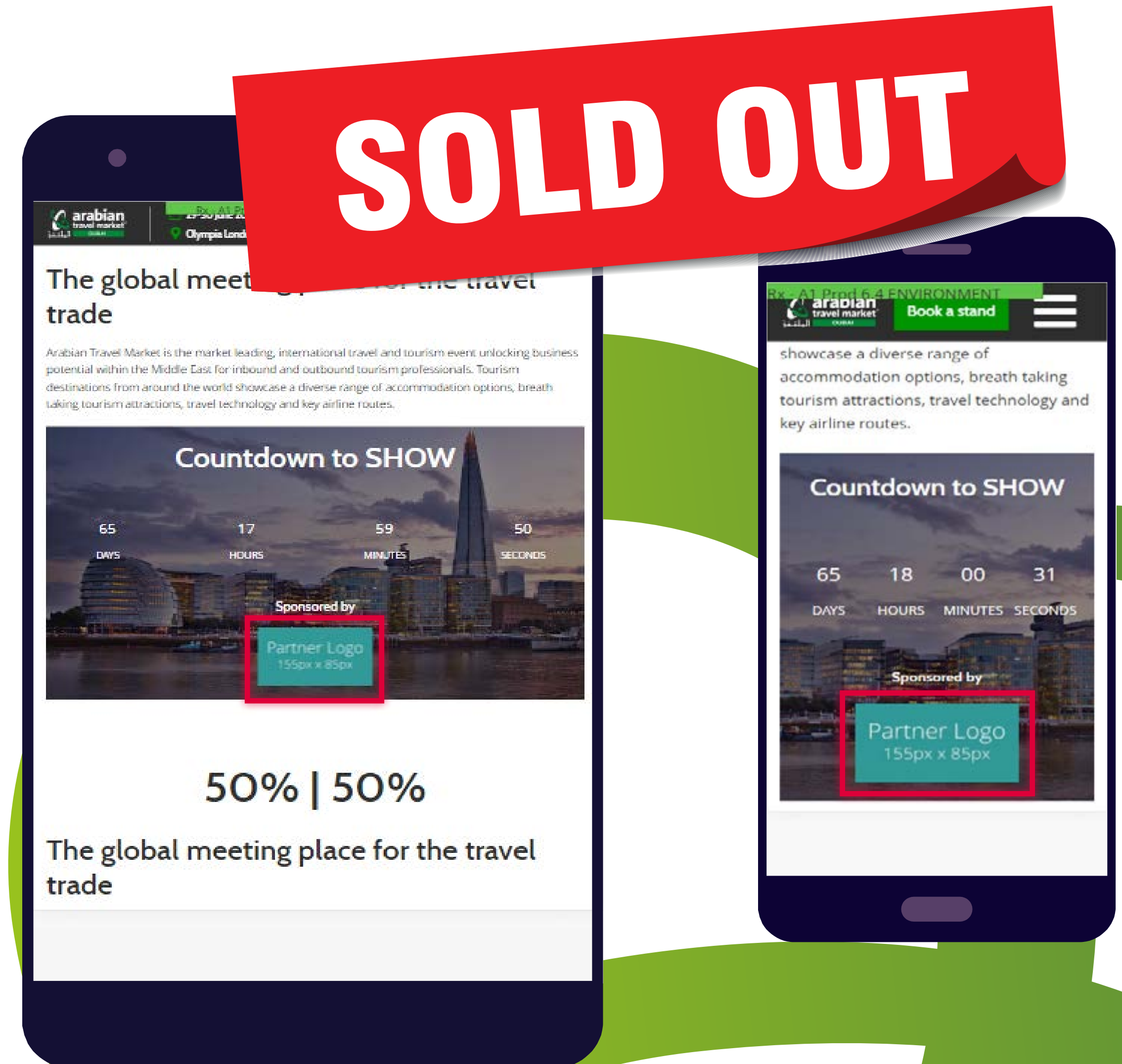
This is a great opportunity to showcase your brand to WTM Latin America's website traffic, increasing the number of potential leads.

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.





## 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 2,500**

### 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 8,250\***

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

\*Price may vary according to the details of the experience



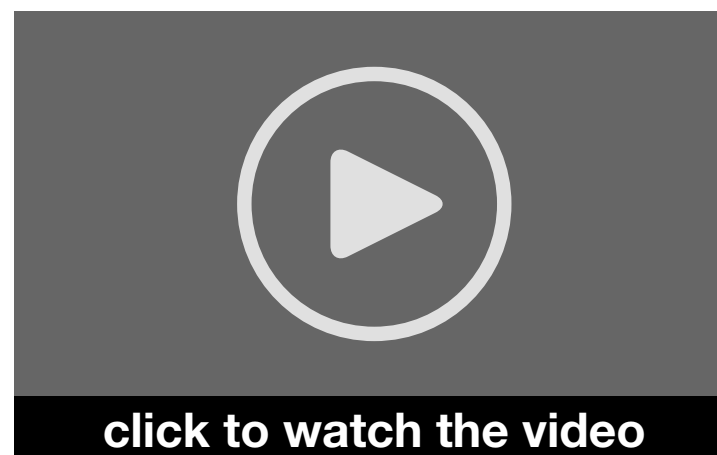


# The Digital Incentive Bag



## Digital Incentive Bag

USD 1,500



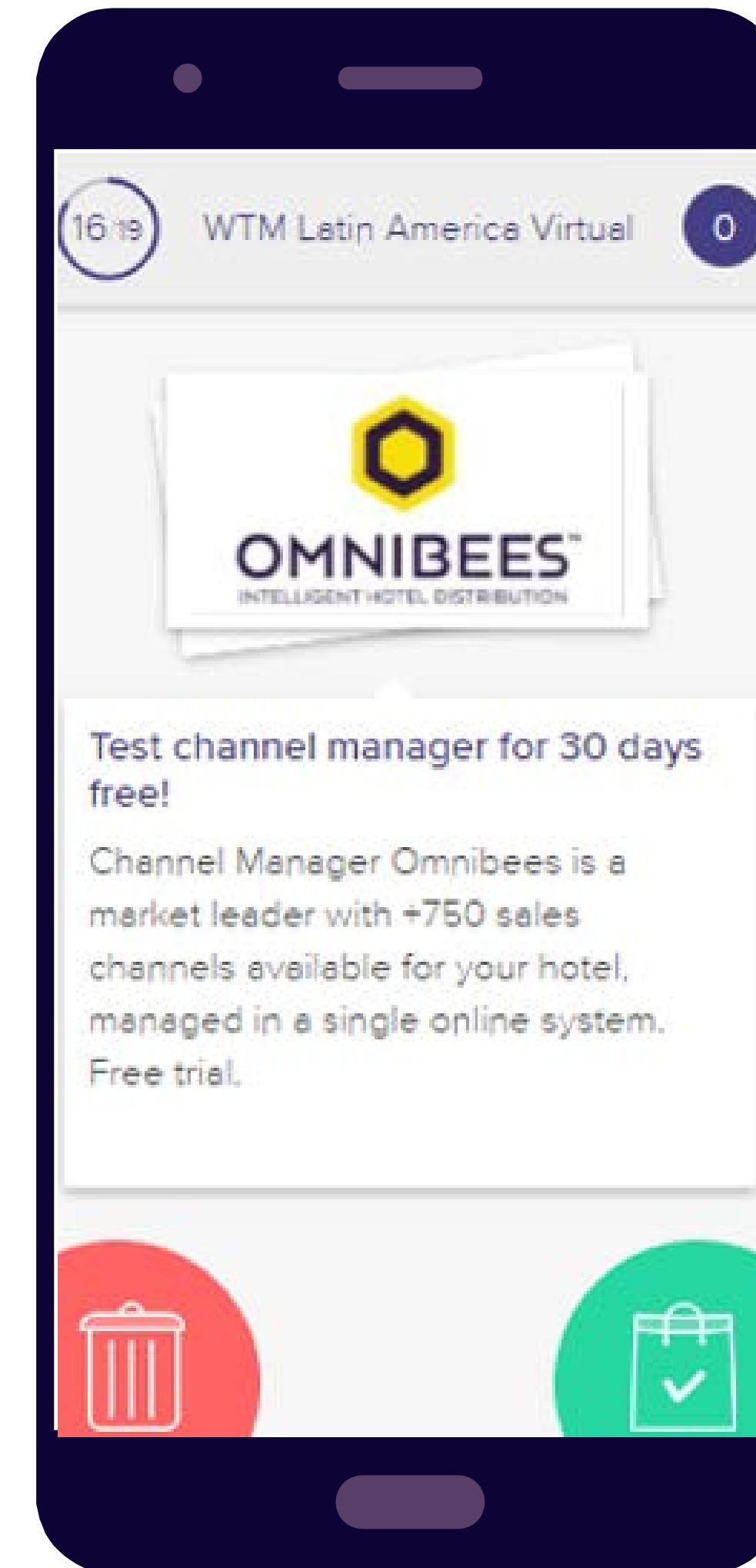
Do you want to engage with our audience about something you would like them to know or have?

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 10,000

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

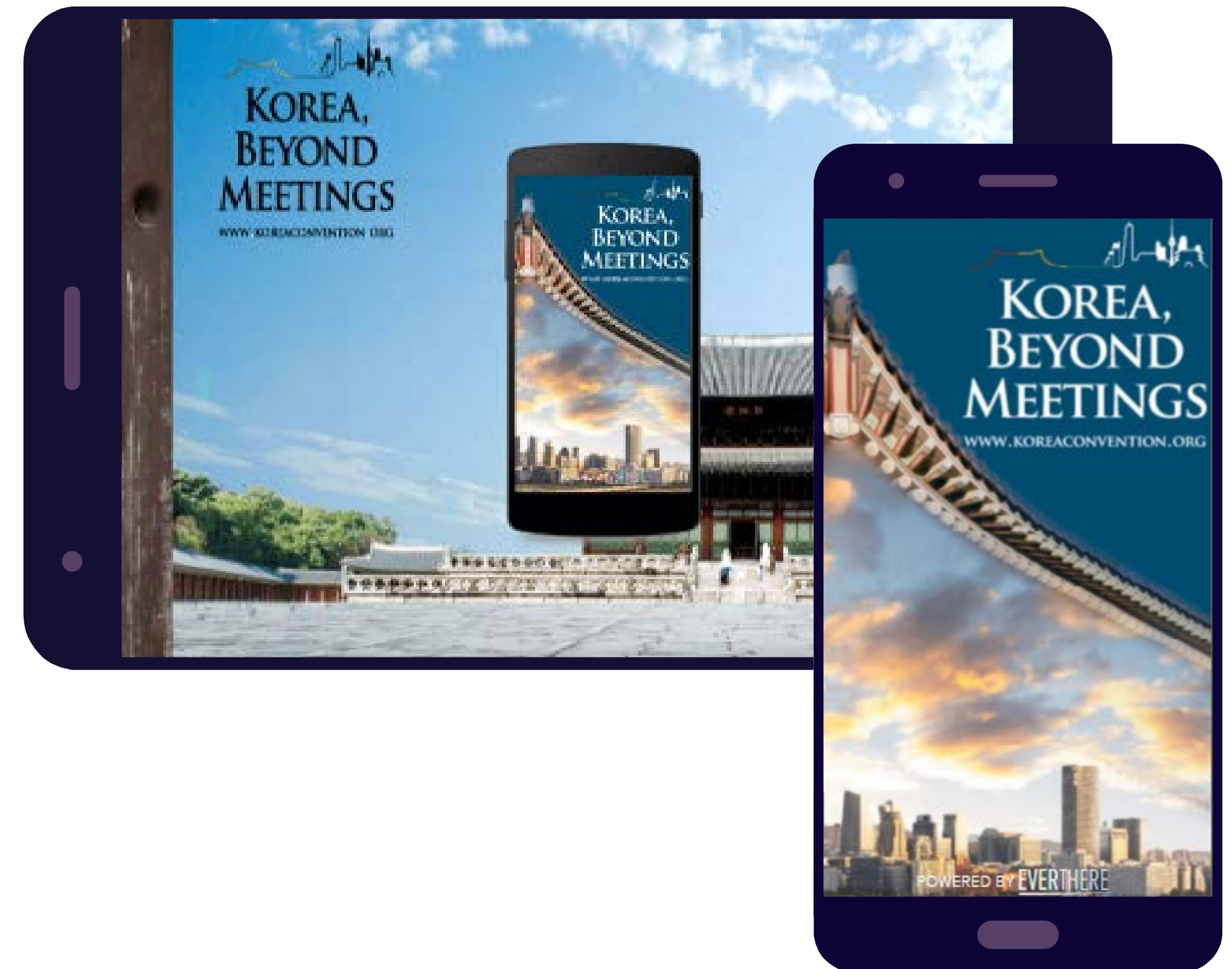
Then being the presenting sponsor is the perfect opportunity for you.

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

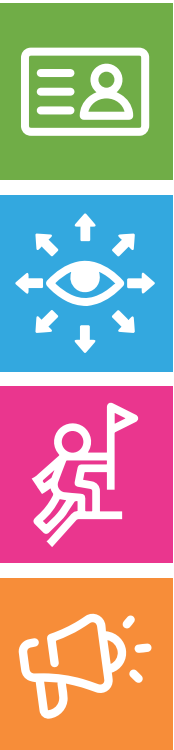
You also get co-branding or ‘brought to you by...’ for wherever the offer bag is promoted, including:

- 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](#)

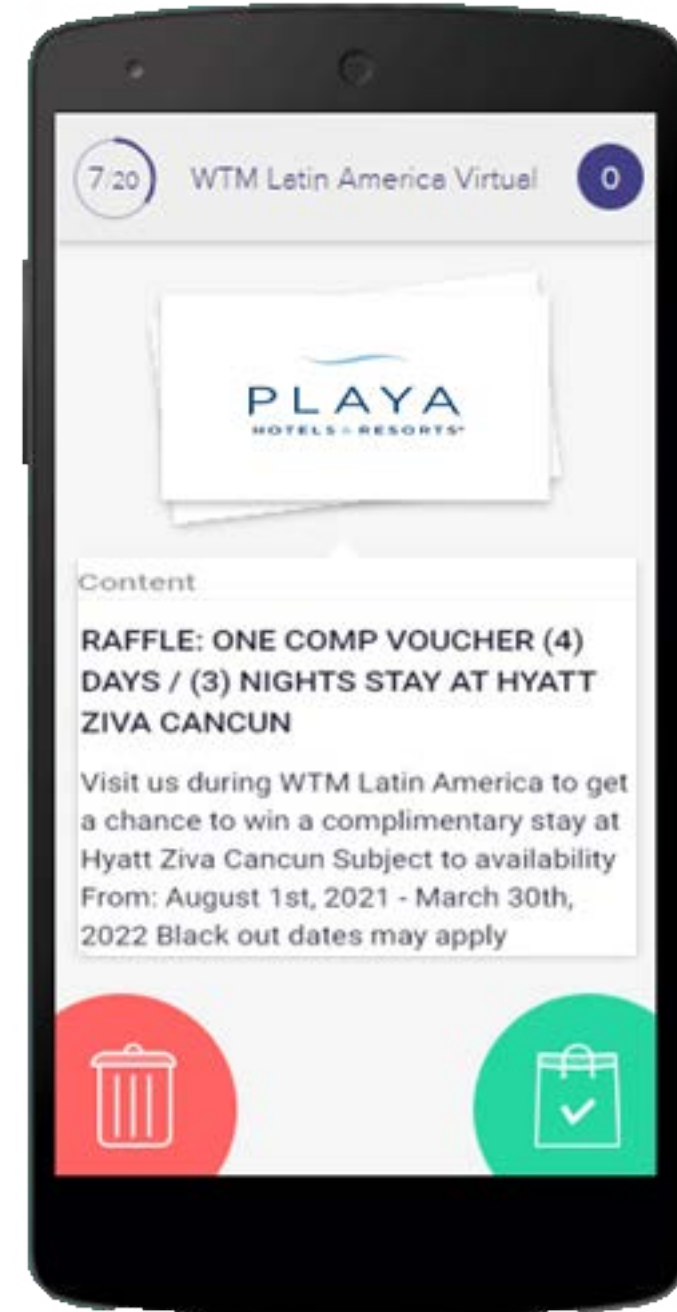


# Digital Incentive Bag: Examples



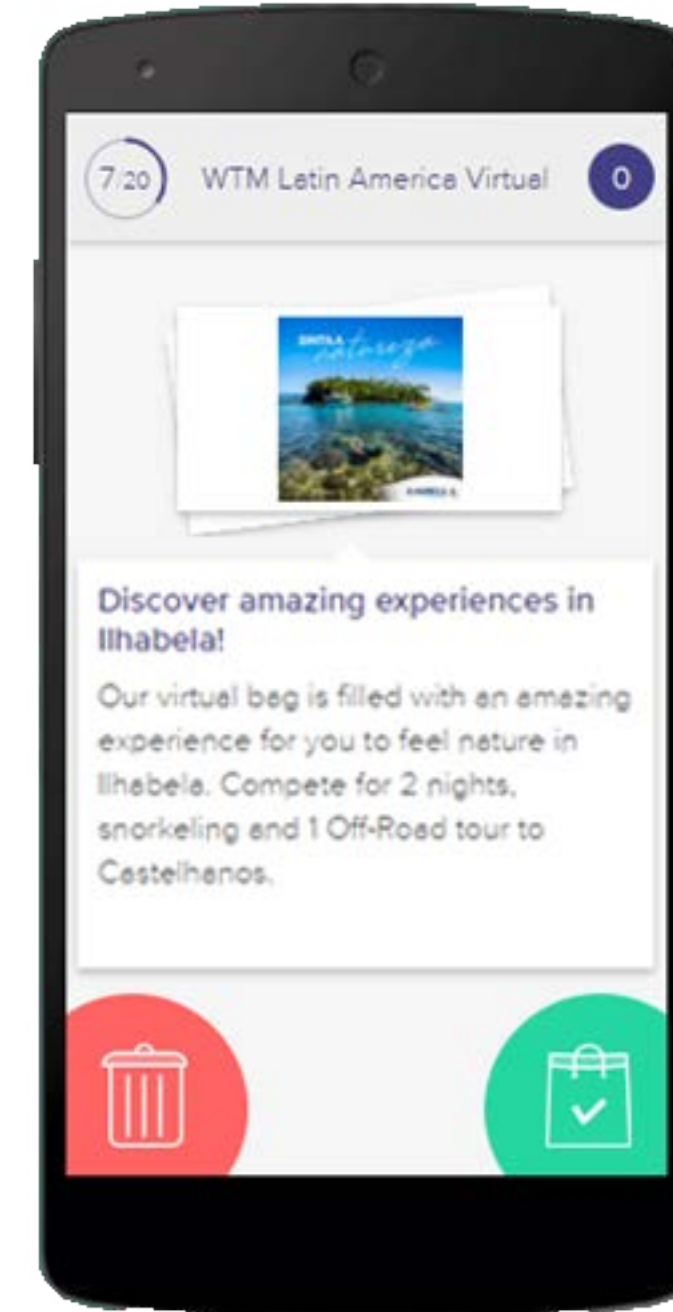
**OFFER TYPE:**  
Curated industry specific content

**BENEFITS OF THIS OFFER:**  
Lead Generation; Brand Exposure



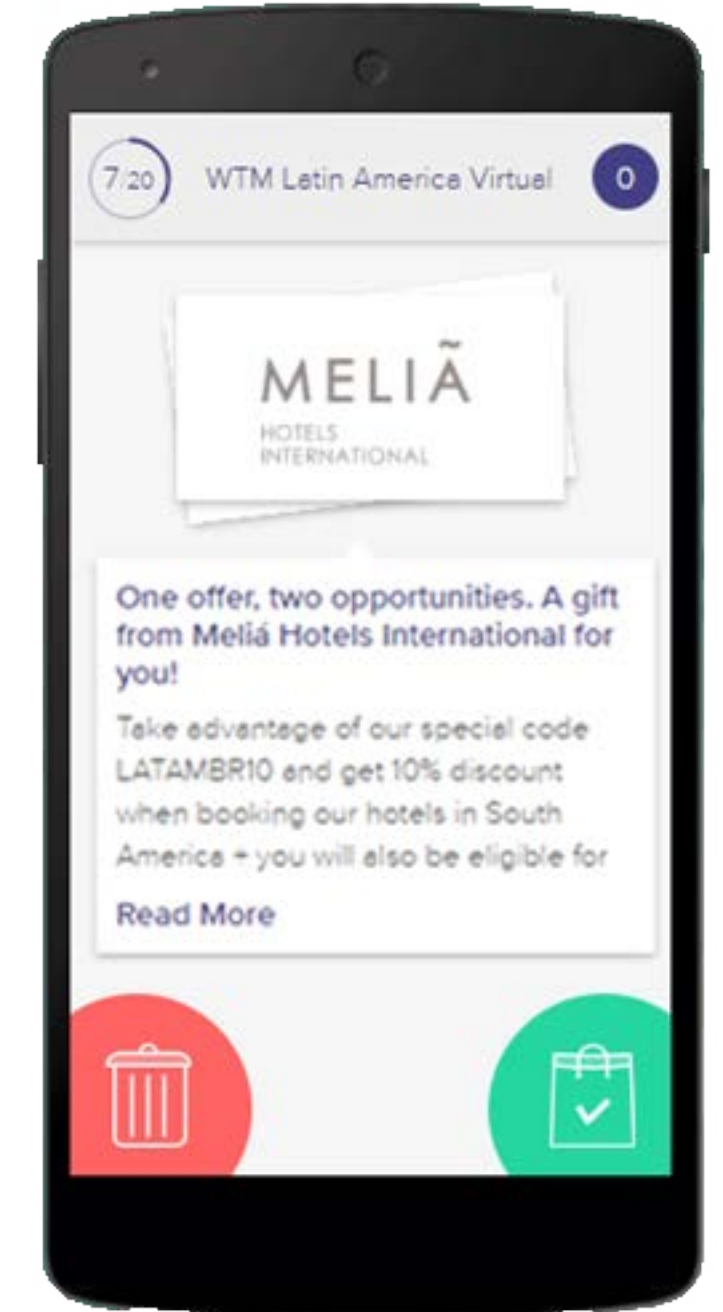
**OFFER TYPE:**  
Prize draw / competition / product giveaway

**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







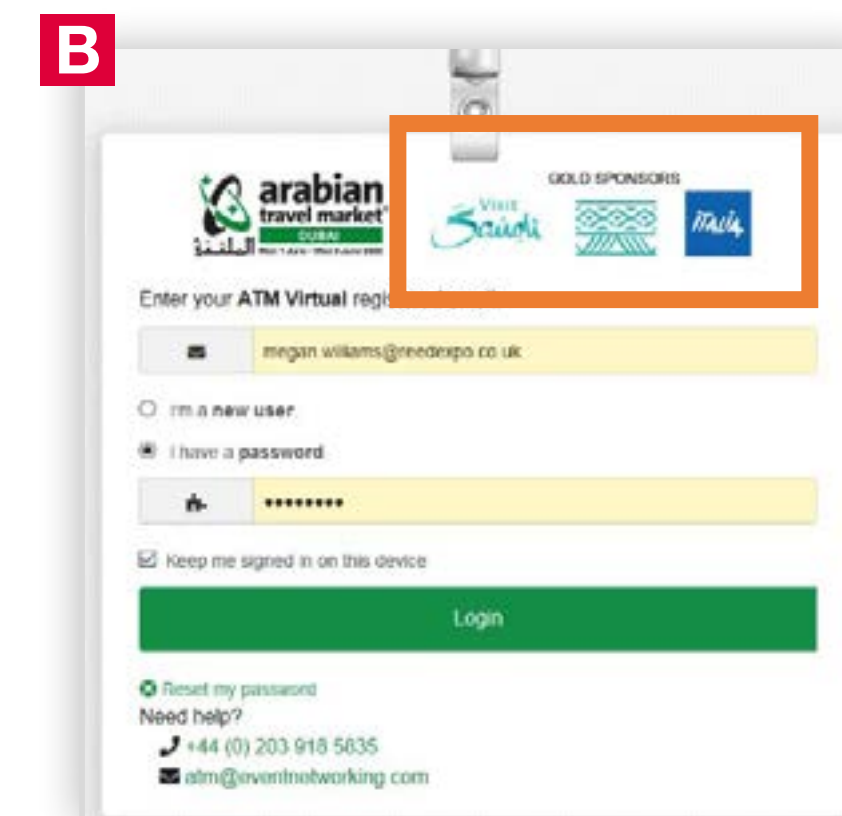
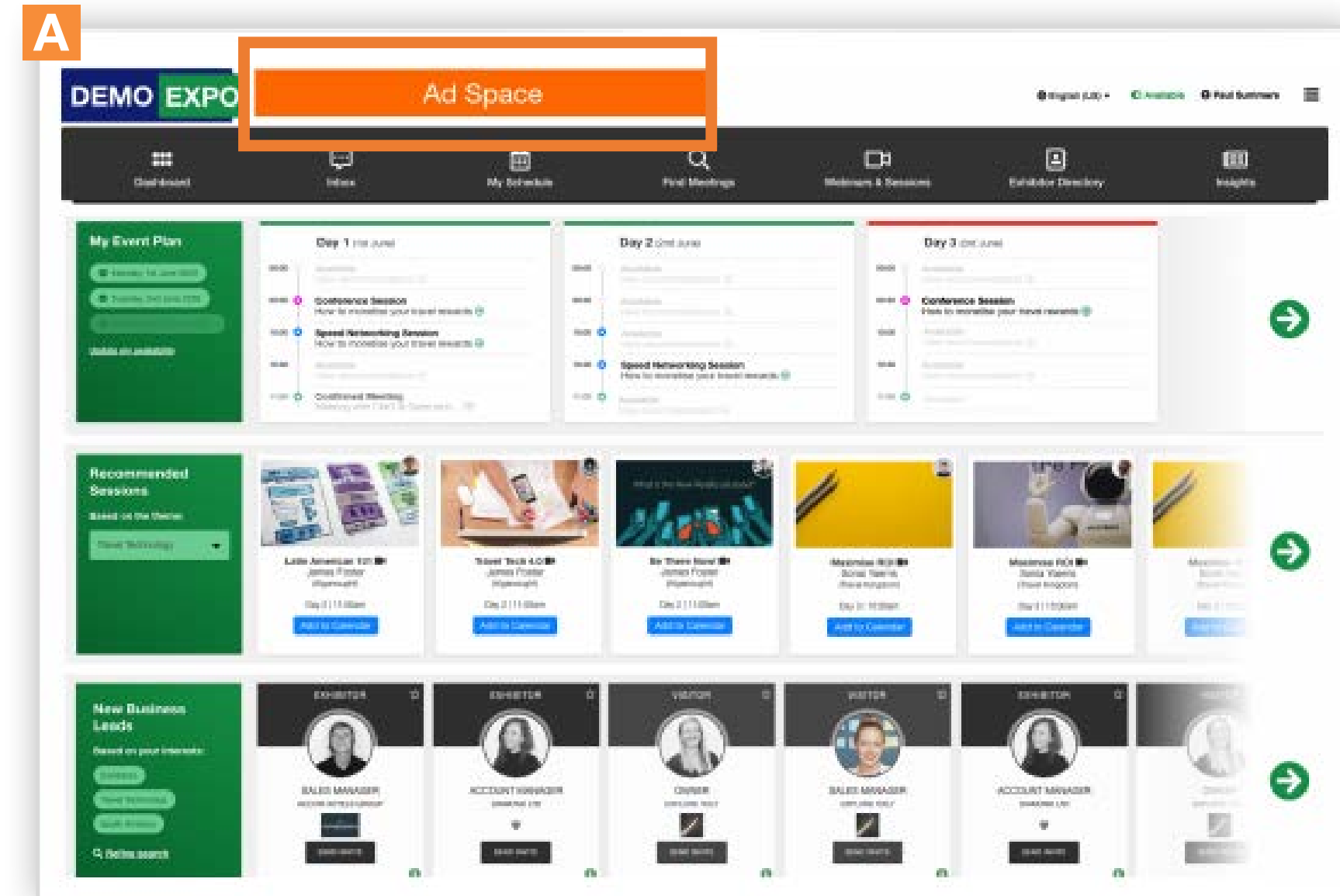
# Headline Sponsor

USD 10,000

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/banner on all key pages of the platform **A**
- Your logo 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



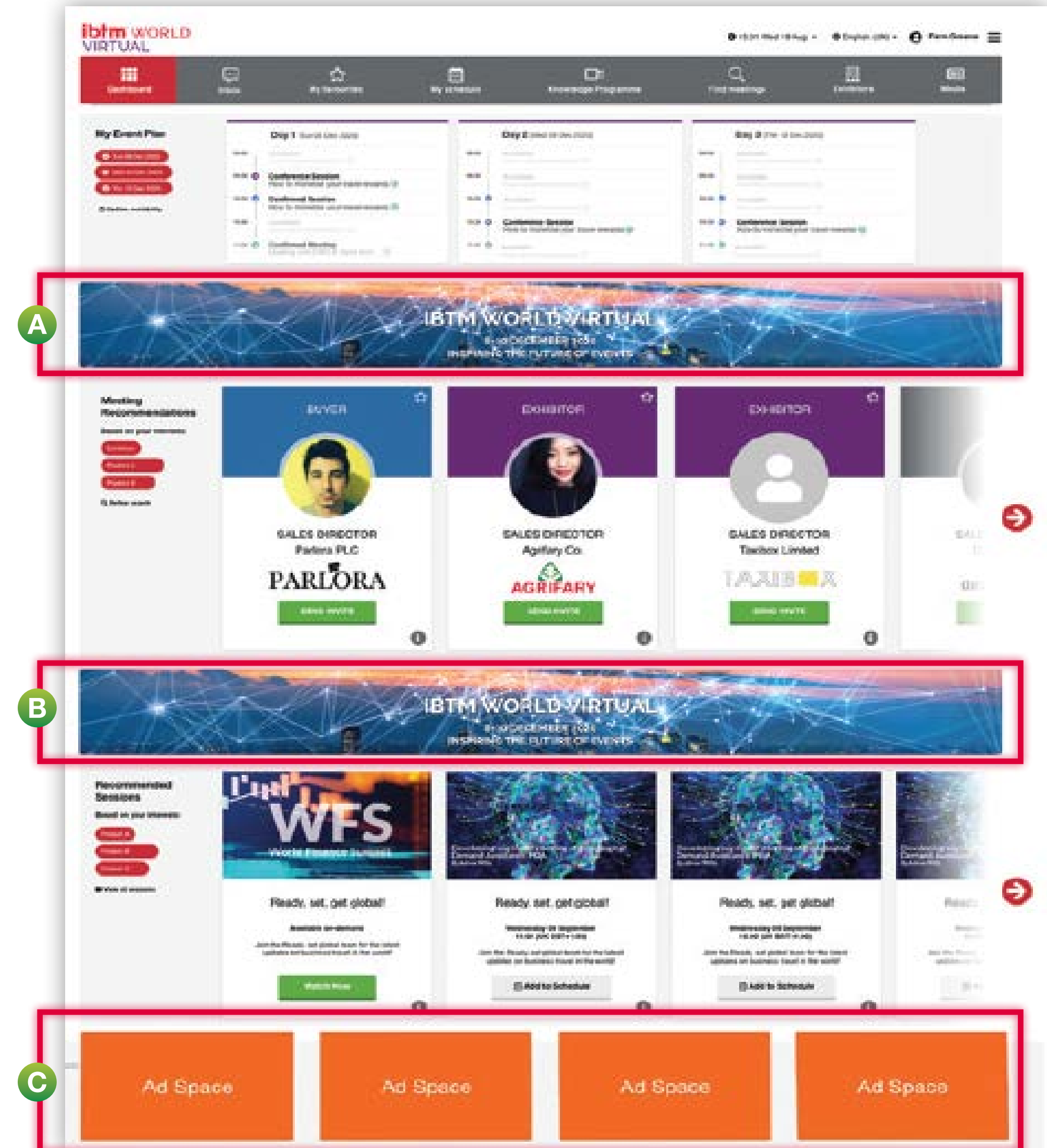
# Event Banner

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	Full length banner which will sit at the top of personal dashboards.	USD 1,500
B	Full length banner which will sit in the middle of personal dashboards.	USD 1,500
C	Rectangle banner which will sit at the foot of the personal dashboards alongside 3 others.	USD 950



## Packages special deals

With so many opportunities available we can offer you some special deals:

**Choose 3 opportunities and get 10% discount**

**Choose 4 opportunities and get 15% discount**

**Choose 5 opportunities and get 20% discount**



[/WTM-Latin-America](#)



[@wtmlat](#)



[+55 11 3060-4979](#)



[bianca.pizzolito@rxglobal.com](mailto:bianca.pizzolito@rxglobal.com)



# Silver Package

## Highlight (website)

Premium

 **SIF JAKOBS**  
JEWELLERS  
COPENHAGEN

### Sif Jakobs Jewellery

Loose Gemstones and Pearls, Jewellery

#### Why visit our stand

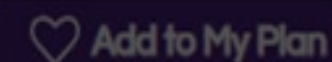
If you are looking for upscale while luxury, our jewellery is made of rhodium yellow gold plated 925 sterling silver.

#### Description

Sif Jakobs Jewellery is a Danish Jeweller & produces sophisticated jewellery of the highest quality with a modern expression. The brand is represented in over 20 countries.

#### Brands

Sif Jakobs

 Add to My Plan

Signet Ring Vallano



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.



## Social Media

Exhibitor Directory.

and visitors can contact


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

**Brands**  
Sif Jakobs

[Add to My Plan](#)

Signet Ring Vallano

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](#)

## E-mail Content Block within WTM Latin America

USD 1,000

Promote your brand to a database of 100,000 contacts which includes travel professionals, travel agencies, tour operators, airlines, etc.

### Includes:

Title, description, 275x125px image, and logo 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:** Depending on the database you choose, 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



## E-mail Marketing exclusive

USD 2,950

Choose your target audience  
your brand as sole email

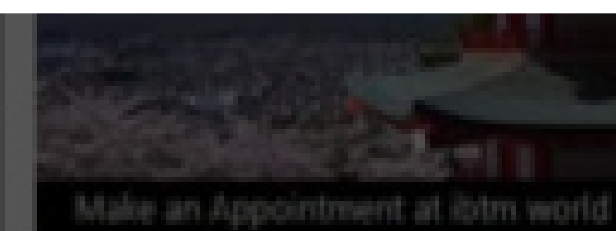
I want to know more

### E-mail Marketing exclusive

#### What are the benefits?

**Brand Exposure:** Depending on the database you choose, your advert will be sent to between 2,000 and 200,000 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.



Make an appointment to see us

We would love to see you at ibtm world.  
Book a session.

Book a session



Reasons to choose Japan for your event

Find out more about the reasons to  
choose Japan for your event.

Find out more



## Digital Incentive Bag

USD 1,500



click to watch the video

### It works like this:

- Attendees are invited to open the app via email, social media and in the app.
- From here the attendee is presented with offers that can be accepted or rejected in a 'shopping bag'.
- After browsing all the offers, the attendee can accept or reject any of the offers they chose.
- The attendee instantly receives instructions on how to redeem the offer (e.g. visit the 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 10,000

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.

