

Branding Opportunities 2022



LATIN AMERICA

São Paulo, 05 – 07 April 2022

Opportunities

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Brand exposure for buyers' programmes

THE PROGRAMMES



HOSTED BUYERS

International tour operators. **In 2019 we had 70 buyers.**



BUYERS' CLUB

Tour operators and travel agents from Brazil and other countries. **In 2019 we had 1,000 qualified buyers.**



Travel Agents from all over Brazil. **In 2019 we had 700 travel agents.**

Brand exposure for buyers' programmes



Digital actions

Quota*:

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

Exclusive package:

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



Actions at the event

Quota*:

- Opportunity to distribute gifts 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
- +
- The leads from who attended the lounge**
 - 1 offer in the Digital Incentive Bag

USD 2.7K

(1 quota) * max. 4 quotas

USD 10K

(exclusive package)

* Shared with other sponsors.

** Only participants who have opted-in during registration will have their details shared with the sponsor.

Brand exposure in the networking area

- Where all the **Speed Networking Sessions**, the **Opening Ceremony**, and **Social Events** take place, with great visitation from buyers, exhibitors, government authorities, members of the press, and digital influencers.



Brand exposure in the Networking Area



Digital actions

Quota*:

- Logo on the website in the part referring to the Network Area
- Logo in 1 promotional e-mail marketing from the Networking Area

Exclusive package:

- All of the above
- +
- Banner (610x150 px) in 1 promotional e-mail marketing of activities that take place in the Area



Actions at the event

Quota*:

- Logo on all signage
- Logo at the entrance
- Logo all around the area

Exclusive package:

- All of the above
- +
- Logo on table boards in Speed Networking session

USD 2.7K

(1 quota) max. 4 quotas

USD 10K

(exclusive package)

* Shared with other sponsors.

Brand exposure in the event registration area

This opportunity offers high brand visibility during the 3 days of the event. In 2019 edition, we received **12.000 participants**.



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 (970x90) on the website's registration page



Actions in the event

- Logo on all badges of visitors and exhibitors
- Branding on the back wall of the main entrance*
- QR Code at the registration area linking to the digital bag

USD 15K

* Back wall of the White Pavilion registration area – 17,84m x 2,48m

Brand exposure to the press/media

The event attracts Latin American and global media during the three days. More than **700 journalists** attended in 2019 resulting in extensive global coverage.



Brand exposure to the press/media



Digital actions

Quota*:

- Logo with a link on the website's media page
- Logo with a link on media registration pages
- 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 in 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 in the Media Centre

Exclusive package:

- All of the above
- +
- Leads from who attended the centre during the 3 days of the event
 - 1 offer in the Digital Incentive Bag

USD 2.7K

(1 quota), max. 4 quotas

USD 10K

(exclusive package)

* Shared with other sponsors

** Only participants who have opted-in during registration will have their details shared with the sponsor

Lanyards

This opportunity offers **high brand visibility** during the 3 days of the event. In 2019 edition we received around **12.000 participants**.



SOLD OUT

USD 3,2K

(1 quota) max. of 3 quotas,
4.000 lanyards per quota

Welcome bags

It is a branding opportunity with a **high impact** during the three days of the event. In 2019 we received around **12,000 participants**. Welcome bags are delivered to all participants at the event arrival.



USD 3,150K

(1 cota)

max. of 4 quotas with
1,750 bags each quota

Seminar room

- Have a **private room in the show** for holding internal meetings with the media or seminars that are open to the public.



DETAILS OF THE OPPORTUNITY

- 1 hour session
- Room with capacity for 40 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 1,150K

Destination briefing for buyers

Present your product, service or destination to the WTM Latin America Hosted Buyers and/or Travel Agents Programme.

HOSTED BUYERS

International Operators
In 2019 we had 70 buyers

TRAVEL AGENTS PROGRAMME

Travel Agents from all over Brazil
In 2019 we had 700 agents



DETAILS OF THE OPPORTUNITY

- 1 hour session
- Presence of 40 buyers
- AV equipment (laptop, projector, screen, sound and microphones).

USD 5K

SOLD OUT

Diversity & Inclusion Theatre

This is the perfect opportunity to have your brand associated with one of the most relevant topics of the moment. If your brand is in the Diversity & Inclusion Theatre it will show that it supports important and urgent initiatives like this.



DETAILS OF THE OPPORTUNITY

- Your brand on display in the theatre
- Your logo on digital communication about the conferences dealing with this in the theatre
- Your logo on the event website, on the content page that refers to the conferences on diversity and inclusion
- Your logo on the footer of the programme panel of the conferences being held in the theatre during the event

USD 10K

Travel Technology Theatre

If your brand is looking to be associated with technology and innovation, this is the time and place. The Travel 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

- Your brand on display in the theatre
- Your logo on digital communication about the conferences dealing with this topic in the theatre
- Your logo on the event website, on the content page that refers to conferences on technology
- Your logo on the footer of the programme panel of the conferences held in the theatre during the event

USD 10K

Opportunities

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Hanging aisle banners

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



1 BANNER (1,4x2,0m)

USD 800



Hanging advertising banners

The hanging advertising banners are double-sided, offering **high visibility** throughout WTM Latin America. It is a way to transmit your brand's message with **high impact** during the 3 days of the event.



1 BANNER (3x2m)
with logo only

USD 950

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** as they walk through the exhibition.



1 FLOOR TILE (4x4m)

USD 1K

Pennants

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



1 BANNER (1,5x7m)

USD 2.5K

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 announce actions taking place on your stand.



DETAILS OF THE OPPORTUNITY

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

1 BANNER

USD 3K

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.



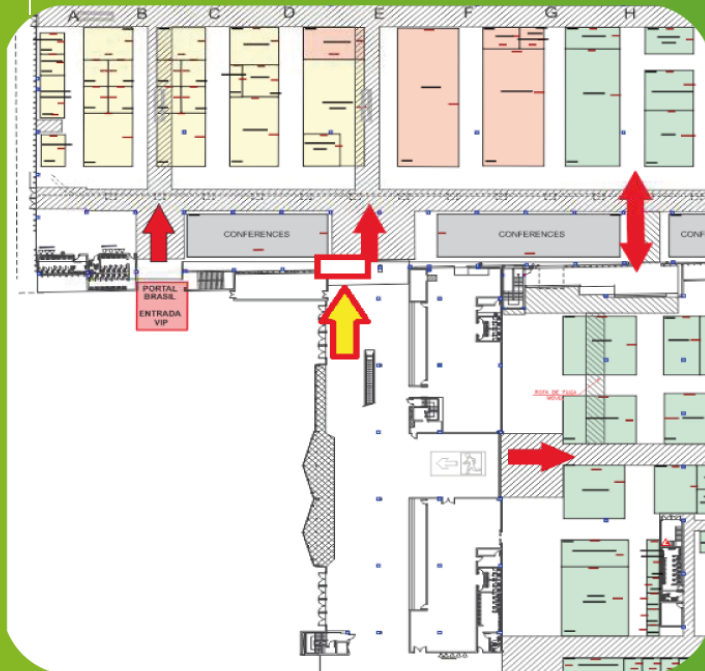
*os modelos de totem podem variar

1 DISPENSER STAND

USD 500

Foyer advertising banner (blue pavilion entrance)

- Located in the entrance of the blue pavilion, the foyer advertising banner **gets the highest visitor traffic** and will help you to **increase brand exposure** at the event.



1 BANNER
(4,5x5m)

USD 3.250K



Foyer advertising banners

(white pavilion entrance)

The banners at the event entrance are **visible to all attendees** whenever entering or leaving the event, offering excellent brand exposure.

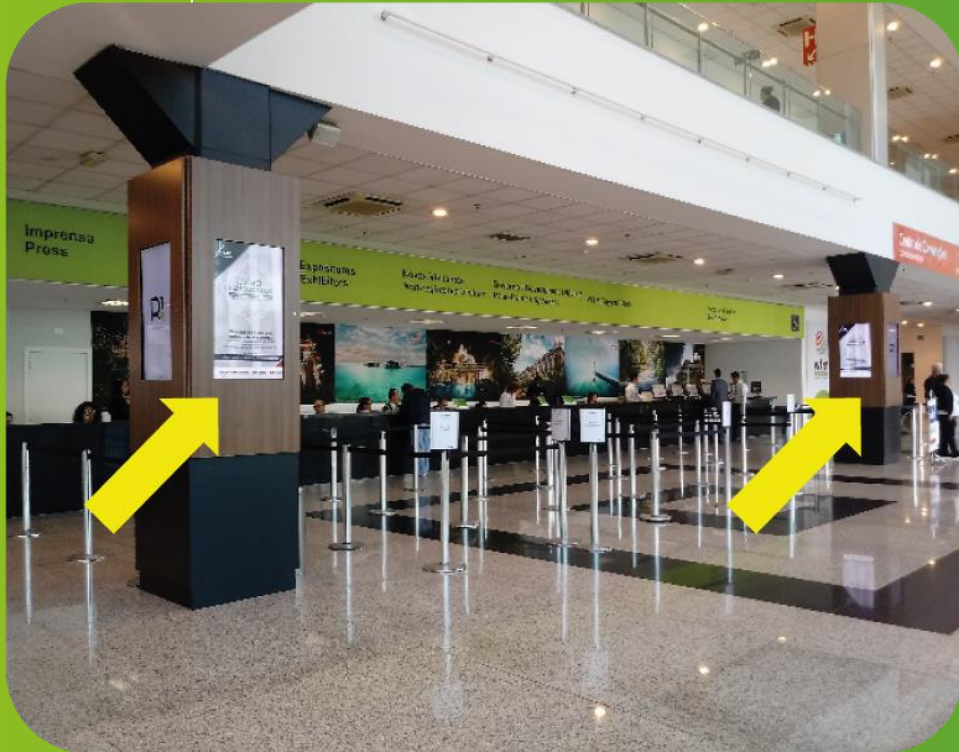


1 BANNER
(3,2 x 2,5m)
Maximum of 6 spaces available

USD 2.250K

Digital Screens in the foyer

The digital screens allows your brand to **get the attention of visitors** using animated images or videos right in front of the registration desk.



DETAILS OF THE OPPORTUNITY

- Digital screens in the foyer of the blue and white pavilions
- Availability up to **8 brands**

1 SCREEN

(.jpg file, 1080x1920px, 1mb)

USD 2.5K

Special exposure in the foyer

Set up your brand's exclusive advertising space at the event's entrance foyer.



SOLD OUT

DETAILS OF THE OPPORTUNITY

- Blue pavilion entrance: Size 12 x 1,70m
- White pavilion entrance: Size 13 x 3m

1 SPACE

USD 4K

Wifi 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 20K

Wifi 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 20K

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



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