

WTM Latin America 2027

13-15 April

São Paulo, Brazil

Pavilion Sponsorship Opportunities



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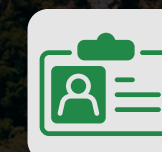
Onsite Visibility Opportunities



Buyers Programme



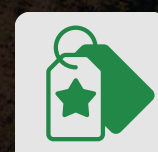
Media Visibility



Registration



Theatre



Branding



Opening Ceremony



Experiences



Premium Sponsorship

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Buyers Programme

[Speed Networking Sessions](#)

[Buyer Training Sessions](#)

[Buyers Lounge](#)

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Buyers Programme available at WTM Latin America:



Tour Operators and Travel Agents from Brazil and worldwide.



**HOSTED
BUYERS**

International operators selected by a specialised team.



Travel Agents from all regions of Brazil selected by a specialised team.



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Speed Networking Sessions

During the Speed Networking Sessions, **high-spending buyers** from the **Buyers' Club** and **Hosted Buyers** programmes meet with exhibitors for business rounds, generating **direct commercial opportunities** and **qualified networking**.

DIGITAL ACTIONS

Quota*:

- Logo on the website on the "*Buyers*" page
- Logo in 1 (one) promotional email for the Speed Networking Sessions

Exclusive Package:

- Previous items
- Banner (610 x 150 px) in emails mentioning the Speed Networking Sessions.

ONSITE ACTIONS

Quota*:

- Logo on the Speed Networking Sessions directional signage
- Logo on the Speed Networking Sessions table signs

Exclusive Package:

- Previous items
- Sharing of contacts of buyers who attended the Speed Networking Sessions

*Shared with other sponsors



1 Quota (Max. 4 Quotas)

US\$ 3,720

EXCLUSIVE

Exclusive Package

US\$ 13,775

Next



Buyer Training Sessions

Present your destination to selected buyers from the **Hosted Buyers** programme or to participants of the **Agente na Estrada** programme



HOSTED BUYERS

International operators selected by a specialised team.

In 2026 we hosted 72 buyers.



Dedicated team responsible for selecting over 500 Travel Agents from all regions of Brazil.

In 2026 there were 500 Travel Agents.

Training sessions last 50 minutes with the participation of 50 qualified buyers. The venue is equipped with audiovisual systems (laptop, projector, sound and microphones) and the list of buyers and session participants will be shared with the sponsor.

US\$ 6,890



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Buyers Lounge

Ensure your brand's visibility in the exclusive space for members of the Buyers' Club and Hosted Buyers Programmes.

DIGITAL ACTIONS

Quota*:

- Logo in 2 (two) emails mentioning the Buyers Programmes
- Banner (970 x 90 px) on the "Buyers Programme" page on the WTM Latin America website

Exclusive Package:

- Previous items
- Banner (610x150 px) in emails mentioning the Buyers Programmes

ONSITE ACTIONS

Quota*:

- Distribute giveaways/materials in the Buyers Lounge
- Branding inside the Lounge
- Logo on Lounge directional signage
- QR Code displayed in the Lounge with information provided by the Sponsor
- Logo on the Lounge overhead banner

Exclusive Package:

- Previous items
- Sharing of contacts of buyers who visited the Lounge during the event.

*Shared with other sponsors



1 Quota (Max. 4 Quotas)

US\$ 3,720

EXCLUSIVE

Exclusive Package

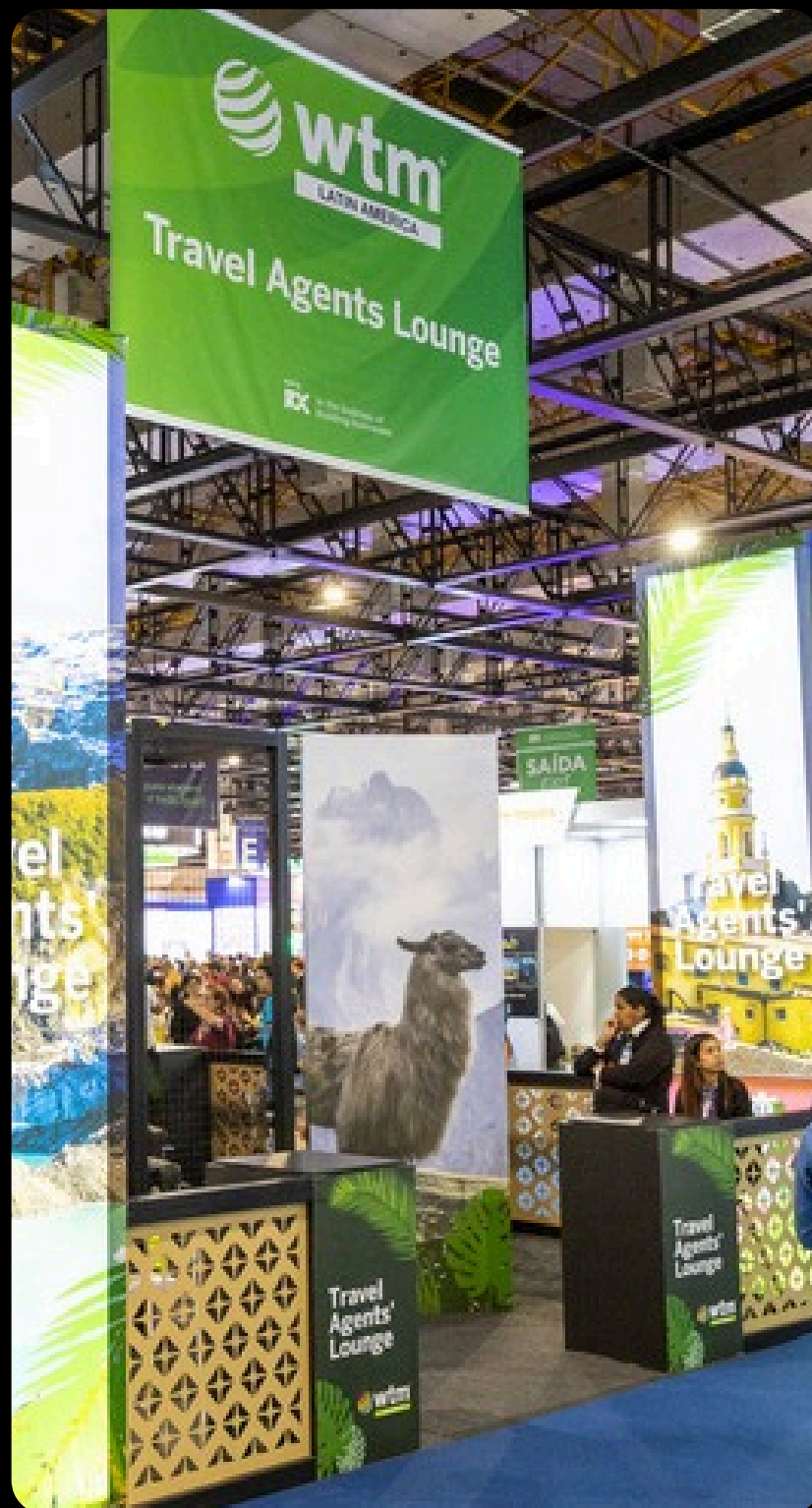
US\$ 13,775



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Travel Agents Lounge

Exclusive lounge for Travel Agents. Ideal for networking, relaxation, connection and business.

DIGITAL ACTIONS

Quota*:

- Logo in 2 (two) emails targeting Travel Agents
- Banner (970 x 90 px) on the "Travel Agents" page on the WTM Latin America website

Exclusive Package:

- Previous items
- *Banner (610 x 150 px) in emails targeting Travel Agents*

ONSITE ACTIONS

Quota*:

- Distribute giveaways/materials in the Travel Agents Lounge
- Branding inside the Lounge
- Logo on Lounge directional signage
- Logo on the Lounge overhead banner
- QR Code displayed in the Lounge with information provided by the Sponsor

Exclusive Package:

- Previous items
- *Sharing of contacts of Travel Agents who visited the Lounge during the event.*

*Shared with other sponsors



1 Quota (Max. 4 Quotas)

US\$ 3,720

EXCLUSIVE

Exclusive Package

US\$ 13,775

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Media Visibility

Influencers Lounge

Brand Exposure for Press



Influencers Lounge

Connect with content creators in the travel and tourism industry and gain premium visibility for your brand. Make contacts, network and build strategic partnerships

ONSITE ACTIONS



Details:

- Logo applied on the side panels surrounding the area
- Logo applied on the counter
- Logo applied inside the lounge
- Logo applied on the overhead banner



1 Quota

US\$ 13,775



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- In 2025, WTM Latin America welcomed over 500 journalists during the event.

Brand Exposure for Press

Showcase your brand to the hub of journalists and opinion leaders who gather to cover the event and discover tourism trends in Latin America.

DIGITAL ACTIONS

Quota*:

- Logo with link on the *Media* page
- Logo on the *Press* category registration pages
- Logo in *Press* category registration confirmation emails

Exclusive Package:

- Previous items
- *Banner (970x90 px) with link on the Media page on the website*

ONSITE ACTIONS

Quota*:

- Logo on press credentials
- Logo on the floor sticker at the *Press Centre*
- Branding inside the *Press Centre*
- Logo on all directional signage to the *Press Centre*
- QR Code displayed inside the *Press Centre*

Exclusive Package:

- Previous items
- *Sharing of the list of journalists who visited the Press Centre during the event.*

* Shared with other sponsors



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1 Quota (Max. 4 Quotas)

US\$ 3,720

EXCLUSIVE

Exclusive Package

US\$ 13,775

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Registration Visibility

Full Package

Brand Exposure at Registration

Entrance Tunel

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Registration Visibility

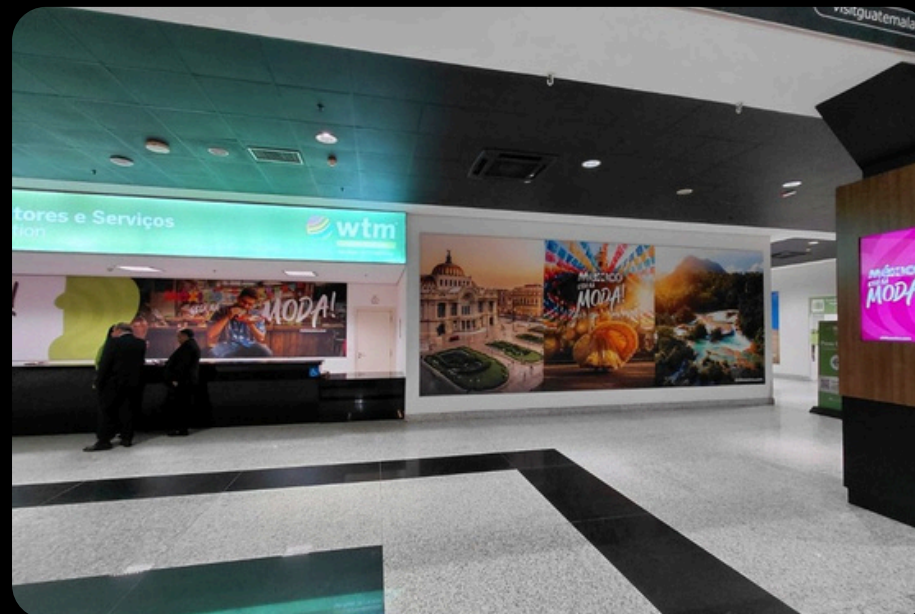
We offer a
**comprehensive and
multilingual registration
system.**

This opportunity provides
broad exposure before
and during the event to **all
attendees.**



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Full Package

DIGITAL ACTIONS

- Logo on all Visitor Registration process pages
- Logo in all Visitor Registration confirmation emails
- Banner (970x90 px) on the main registration page of the website

ONSITE ACTIONS



- Logo on the event badge holder
- Logo on the back wall of one of the registration areas (white or green)
- Branding on the side panel of the registration area at the pavilion entrance (white or green)
- QR Code in the registration area with content directed to the exhibitor



*Registration back wall in the White Pavilion - 17.48m x 1.80m
*Registration Side Panel - 7.5m x 2.9m

*Registration back wall in the Green Pavilion - 18.00m x 1.80m
*Registration Side Panel - 7.5m x 2.9m



1 Quota
US\$ 20,665

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Brand Exposure at Registration



ONSITE ACTIONS

- Branding on the back wall of the registration area at the pavilion entrance (white or green)
- Branding on the side panel of the registration area at the pavilion entrance (white or green)
- QR Code in the registration area directed to exhibitor content

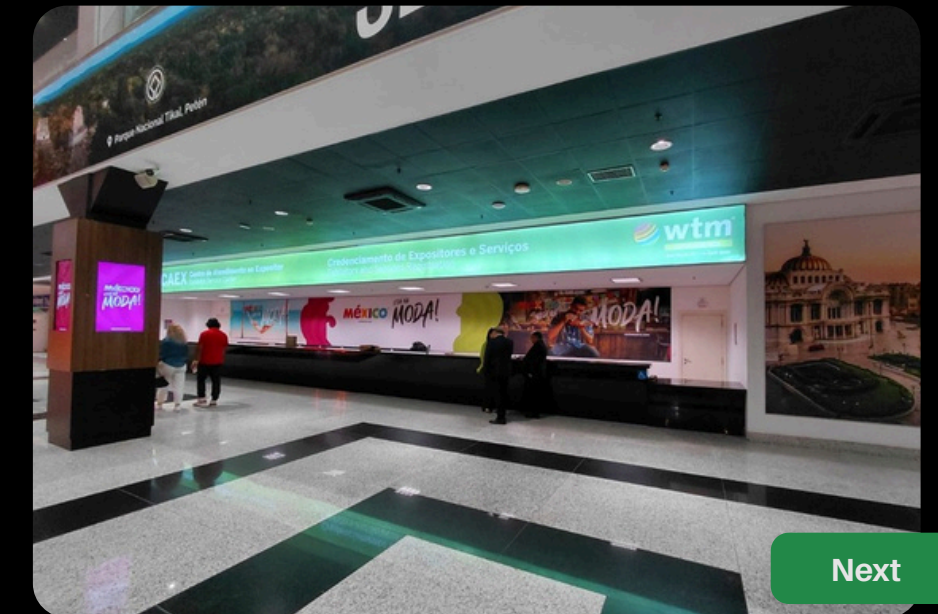


1 Quota
US\$ 9,165

- *Registration back wall in the White Pavilion - 17.48m x 1.80m
- *Registration Side Panel - 7.5m x 2.9m
- *Registration back wall in the Green Pavilion - 18.00m x 1.80m
- *Registration Side Panel - 7.5m x 2.9m



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Entrance Tunnel



This is a **unique opportunity for direct impact on all fair attendees.**
Have your **brand applied** with your exclusive project on the green or white pavilion entrance tunnel.



**Price defined
per project**



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Theatre Visibility

Technology & Innovation Theatre

Transformation Theatre

Trends Theatre

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Technology & Innovation Theatre

This theatre features relevant and current content that helps attendees upskill, anticipate trends and stay ahead of the **competition**.

ONSITE ACTIONS

Details:

- Logo on the stage backdrop
- Logo in marketing emails mentioning this theatre's programme;
- Logo in social media posts mentioning this theatre's programme;
- Logo on the event website, on the "Programme" page
- Logo on this theatre's programme totem
- Branding on the exterior of the theatre*

* Application subject to artwork approval within the deadline set by WTM Latin America.

US\$ 13,775



Transformation Theatre

This theatre presents highly relevant topics related to Responsible Tourism, Diversity & Inclusion and ESG. The theatre also hosts the **Responsible Tourism Award** which annually recognises initiatives promoting a more **equitable, responsible, democratic and accessible industry for all**.

ONSITE ACTIONS



Details:

- Banner (728x90) on the Responsible Tourism Award page;
- Inclusion of "*Sponsored by + logo*" in the Responsible Tourism section on the website's programme page;
- 1 social media post (Facebook, Instagram and LinkedIn);
- 1 Banner (90x60px) in 1 exclusive email about the Tourism Award to the WTM Latin America database;
- Press release to all media and press outlets in the WTM Latin America database;
- Logo on the WTM Latin America opening ceremony backdrop
- Logo applied on the Responsible Tourism Theatre backdrop
- Logo on the Certificate given to Gold, Silver and Bronze winners
- 2-minute speech before the award presentation
- Sponsor mention in the WTM Latin America Opening Ceremony speech and also during the Responsible Tourism Award opening speech

US\$ 13,775



Trends Theatre

This theatre features renowned industry leaders and specialists presenting relevant topics for professionals and the development of the tourism industry.

ONSITE ACTIONS

Details:

- Logo on the stage backdrop
- Logo in marketing emails mentioning this theatre's programme;
- Logo in social media posts mentioning this theatre's programme;
- Logo on the event website, on the "Programme" page
- Logo on this theatre's programme totem
- Branding on the exterior of the theatre*

*Application subject to artwork approval within the deadline set by WTM Latin America.

US\$ 13,775



Branding Opportunities

Entrance hall banners (with the pavilion)

Entrance hall banners (green pavilion)

Exit corridor banners

Promotional street banners

Overhead advertising banners

Overhead zone banners

Floor stickers (large and small)

Promotional pennants

Digital Totem

Digital screen in the foyer

Pavilion marquee

Restaurant Tables

Theatre video

Badge Lanyards

Ecobag

Drawstring backpacks



Entrance Hall Banner (White Pavilion)

Visible from the visitor's very first contact with the event, the entrance banners reach everyone entering the fair, delivering high brand visibility impact.

Details

- 1 Printed banner 1 measuring 3.2m x 2.5m.
- Maximum availability of 6 spaces.



1 space
US\$ 3,100

1 In the event of commercialisation of the "Entrance Tunnel" mentioned earlier in this material, this banner cannot be applied. In this case, please contact the commercial team to arrange a replacement item.



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Entrance Hall Banner (**Green Pavilion**)

Visible from the visitor's very first contact with the event, the entrance banners reach everyone entering the fair, delivering high brand visibility impact.

Details

- 1 Printed banner 1 measuring 3.2m x 2.5m.
- Maximum availability of 6 spaces.



1 space
US\$ 3,100

1 In the event of commercialisation of the "Entrance Tunnel" mentioned earlier in this material, this banner cannot be applied. In this case, please contact the commercial team to arrange a replacement item.





Exit Corridor Banner

The exit banners are visible to all attendees leaving the fair, offering high brand visibility.

Details

- 1 Printed banner measuring 3.2m x 2.5m.



2 spaces available
US\$ 3,100





Promotional Street Banners

The promotional street banners are **double-sided** and positioned alongside the street banner to **give your brand even more exposure**.

Details

- 1 Printed banner measuring 1.4m x 2.0m



Max. 22 spaces
available

US\$ 1,100



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Overhead Advertising Banners

The double-sided overhead banners offer high visibility and can be placed above exhibitor stands*. This is a way to convey your brand message with great impact throughout the 3-day event.

Details

- 1 Printed banner measuring 3.0x2.0m with brand logo only.



6 spaces available in the aisles

US\$ 1,310

*Contact the commercial team to check availability.



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Overhead Zone Banners

The double-sided overhead zone banners are placed in each region and serve as **the main signage in each area**.

In total, there will be 9 banners indicating the regions present at the event across both pavilions.

Details

1 Printed banner measuring 3.0x2.0m with a 0.60cm footer area for brand logo only.



1 space available

US\$ 23,670



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Floor Stickers

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

Large Sticker



1 printed floor sticker measuring 4m x 4m.



7 spaces available

US\$ 1,380



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Small Sticker



1 printed floor sticker measuring 1.4m x 1.4m.



10 spaces available

US\$ 460

Next





The double-sided promotional pennants provide exhibitors with additional exposure and are highly visible to fair visitors.

Details

1 printed banner measuring 1.5m x 6m



3 units available

US\$ 3,445



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Promotional Pennants





Digital Totem

The digital totem features rotating content and is **positioned at strategic points throughout the event**. Use this tool to attract more visitors, promote your company, product launches and/or activations at your stand.

Details

- 10-second video or static image in 1080x1920px dimensions;
- File format: mp4 for video or .jpeg for image;
- No audio;



Up to 2 brands per Totem

US\$ 4,135



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The 6 digital screens are positioned in the event entrance hall, allowing **your brand to capture visitors' attention through images or videos.**

Details

- File format: jpg with dimensions of 1080x1920px and up to 1MB.
- Random rotation supporting up to 3 simultaneous brands.



Up to 3 advertising spaces

US\$ 3,445



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Digital Screens in the Foyer





Pavilion Marquee

Have your brand applied on the marquee of the white or green pavilion hall. This is a high-impact branding opportunity reaching all fair attendees.



Details - White Pavilion

- 1 banner in the following 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



Max. 2 quotas
(1 per pavilion)

US\$ 12,605

Details - Green Pavilion

- 1 banner in the following dimensions:
- G10: 4.38m x 1.55m
- G9: 24.86m x 1.55m
- G8: 2.25m x 1.55m
- G7: 12.95m x 1.55m



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Restaurant Tables

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



1 quota

US\$ 13,775





Theatre Video

Have your institutional video shown in the WTM Latin America theatres on each day of the fair.
This is a great opportunity for branding or product/service launches.

Details

- Video up to 1 minute in .mp4 format



3 quotas available
(Each quota includes: 3 video insertions per
day, one in each theatre)

US\$ 3,440



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Badge Lanyards

This is a high-visibility branding opportunity throughout the 3-day event.



4 quotas
(5,250 lanyards per quota)

US\$ 5,985





Ecobag

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



4 quotas
(3,000 bags per quota)

US\$ 7,590





Drawstring Backpacks

High-impact branding opportunity throughout the 3-day event. Drawstring backpacks are distributed to all attendees upon arrival at the event.



4 quotas
(3,000 backpacks per quota)

US\$ 7,590





Promotional Water Station

A strategic opportunity to showcase **your brand** in a high-traffic location through **branded water stations and customized cups that reflect your brand identity.**

Details

- Branded water station (two units)
- 3,000 cups of 400 ml

If more than 3,000 units is necessary, additional cups can be acquired for **USD4.10** each

US\$ 16.119,56



Illustrative visuals



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Opening Ceremony

Opening Cerimony Visibility

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Opening Ceremony



Have your brand featured at the event Opening Ceremony.

Details

- **Brand mention as supporter** during the event opening ceremony
- **Brand placement on the digital backdrop** of the opening ceremony
- **Promotional video screening** (MP4) up to 30" during the ceremony
- **Brand placement** on theatre chair covers during the ceremony
- **Brand placement** on the "Press Chat" backdrop



1 quota

US\$ 27,500



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Experience Visibility

Wi-fi Plaza

Wi-fi Café

Brand Activation

Theatre Slot

Experience Zone

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Wi-fi Plaza

A themed space designed for socialising, equipped to allow interaction among visitors and a break from the meeting routine, with internet access and device charging facilities.

Details

- Themed set design space
- Furniture
- Electricity
- Device charging stations (smartphones, tablets, laptops)
- 4mb internet connection

US\$ 27,555





Wi-fi Café

Located in the centre of the tour operators area, this is a high-impact promotional space. Surrounded by companies active in the outbound tourism market.

Details

- 36m² area with themed set design*
- Furniture
- Electricity
- Wi-fi internet
- Coffee service (limited to 1,500 servings over the 3-day event)

US\$ 27,555



* The project will be developed by the event organisers based on the sponsor's suggestion



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Brand Activation

Carry out **exclusive brand activations** in the entrance foyer (white and green pavilion) or inside the event venue*.

Details

- Foyer: 9m x 3m
- Inside the event: depending on the chosen space.



US\$ 5,510



*Insurance and electricity must be contracted separately, depending on the type of activation.



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Theatre Slot

Have a **private session** within the fair to hold internal company meetings or seminars open to the public.

Details

- 50-minute session;
- Room with capacity for 50 people*;
- Audiovisual equipment (laptop, projector, screen, sound and microphones)
- Session listed in the official event programme on the website - if submitted up to 15 days before the event;
- Inclusion of private meetings in schedules displayed throughout the event - if requested;



US\$ 1,585



*Number of participants not guaranteed. Please ensure you promote through your own communication channels and PR agency.



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Experience Zone



The **Experience Zone** transports the audience into a universe of **interactivity**, where **creativity** and **sensory stimuli** create **unforgettable memories**. More than an activation, it is a powerful way to **engage**, **reinforce brand identity** and **invest in genuine connections** that place your brand at the centre of emotions.



Exhibitor
1 quota
US\$ 3,180



Non-exhibitor
1 quota
US\$ 5,300



Custom Activation
(Price subject to
project scope)

For projects developed directly with the WTM Latin America team, the investment is defined according to the needs and characteristics of each proposal, ensuring exclusivity and tailored value.

*Insurance and electricity must be contracted separately, depending on the type of activation.

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Premium Sponsorships

By sponsoring one of the event areas you can associate your **business, products** and **communications** with **potential audiences** within the tourism industry at the leading sector event in Latin America.

Domestic

International

Technology

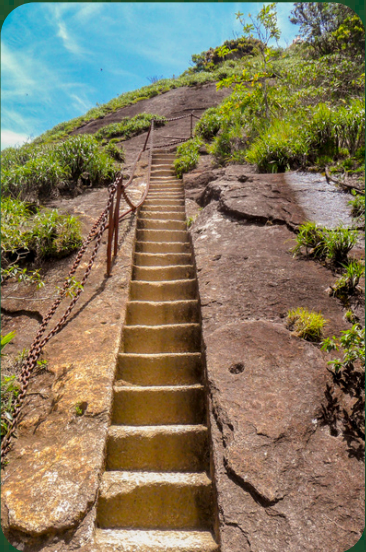
Mobility

Accommodation

Diversity



Domestic



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium Domestic Sponsor**";
- **45-minute slot** for presentation at the Trends Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- 1 (one) non-exclusive **overhead banner** (3m x 2m) in the Brazil Region as Official Sponsor

US\$ 29,255



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International



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium International Sponsor**";
- **45-minute slot** for presentation at the Trends Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- 1 (one) non-exclusive **overhead banner** (3m x 2m) in the International Region as Official Sponsor

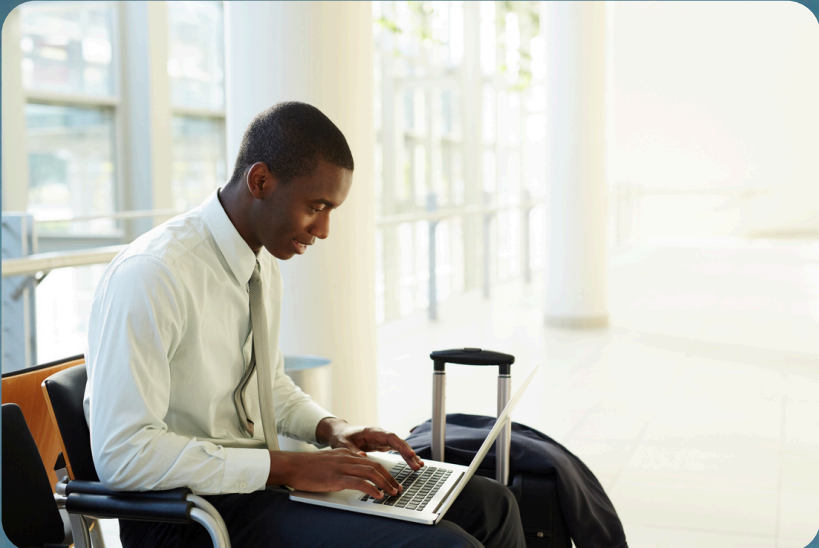
US\$ 29,255

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Technology



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium Technology Sponsor**";
- **45-minute slot** for presentation at the Technology Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- 1 (one) non-exclusive **overhead banner** (3m x 2m) in the Technology Region as Official Sponsor

US\$ 29,255



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Mobility



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium Mobility Sponsor**";
- **45-minute slot** for presentation at the Trends Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- 1 (one) non-exclusive **overhead banner** (3m x 2m) in the Mobility Region as Official Sponsor

US\$ 29,255

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Accommodation



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium Accommodation Sponsor**";
- **45-minute slot** for presentation at the Trends Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- 1 (one) non-exclusive **overhead banner** (3m x 2m) in the Hotels Region as Official Sponsor

US\$ 29,255



Diversity



Your brand will receive the designation of "**Premium Sponsor**" within the sponsored category in the items described below:

Benefits

- Brand highlighted as "**Premium Diversity Sponsor**";
- **45-minute slot** for presentation at the Transformation Theatre;
- **Brand exposure** on the stage screen during the opening ceremony
- **Priority Plus Sponsor Package**

Branding

- Logo on the **website homepage**;
- Logo on the **physical event floor plan**;
- Logo in the **footer of email marketing campaigns**;
- **Content block** in 1 (one) WTM Latin America marketing email;
- **1 (one) exclusive Press Release** from WTM Latin America to all event media outlets;
- 1 (one) **post** on event social media (Facebook, Instagram and LinkedIn)
- Logo on the Diversity Route floor sticker

US\$ 29,255

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LATIN AMERICA

São Paulo, 13 – 15 April 2027

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