

Regenerate. Restore. Reconnect.

Travel with purpose.

Built by
RX
In the business of
building businesses



Digital Sponsorship Opportunities



LATIN AMERICA

São Paulo, 14 – 16 April 2026

Boost your digital presence at WTM Latin America!

We have the **right solutions** for your business!

Our digital channels are **brand expansion platforms, innovation launchers with products and technologies** that offer high-level content and valuable insights for travel professionals.

Digital sponsorship opportunities have been created to meet your **business goals**. **Look for the symbols** that indicate opportunities aligned with your goals, which may be:



Lead Generation

Generate qualified and up-to-date leads from the travel industry according to your desired profile.



Brand Strengthening

Increase your brand recognition among the public by promoting your presence at the event and the products you will be presenting during WTM Latin America.



Opinion Formation

Be recognized by your target audience as an authority and expert in different areas of expertise.



Promotion of Participation

Strengthen your participation in the event and increase the possibilities of holding meetings and business encounters that generate more return on your investment.



Featured
packages for the
Exhibitor Profile

Profile Packages

Priority Profile

USD 480

At the website:

- Featured profile in the Exhibitor Catalog

At WTMLat (for scheduling meetings)*:

- Priority listing in the exhibitor catalog

USD 1.950

Priority Plus Profile

At the website:

- Featured profile in the Exhibitor Catalog
- Profile pinned to the top of the Exhibitor Catalog
(1 selected filter)
Homepage banner (Format: Carousel)

At WTMLat Meet for meetings*:

- Featured in the catalog listing
- Random banner on the “Find Meetings” page
- Exclusive post on the social media

Customers investing in this product receive, on average,
88% more profile views
on the part of the participants before the event.

*The profile exposure appears throughout the entire period that WTMLat Meet is available.



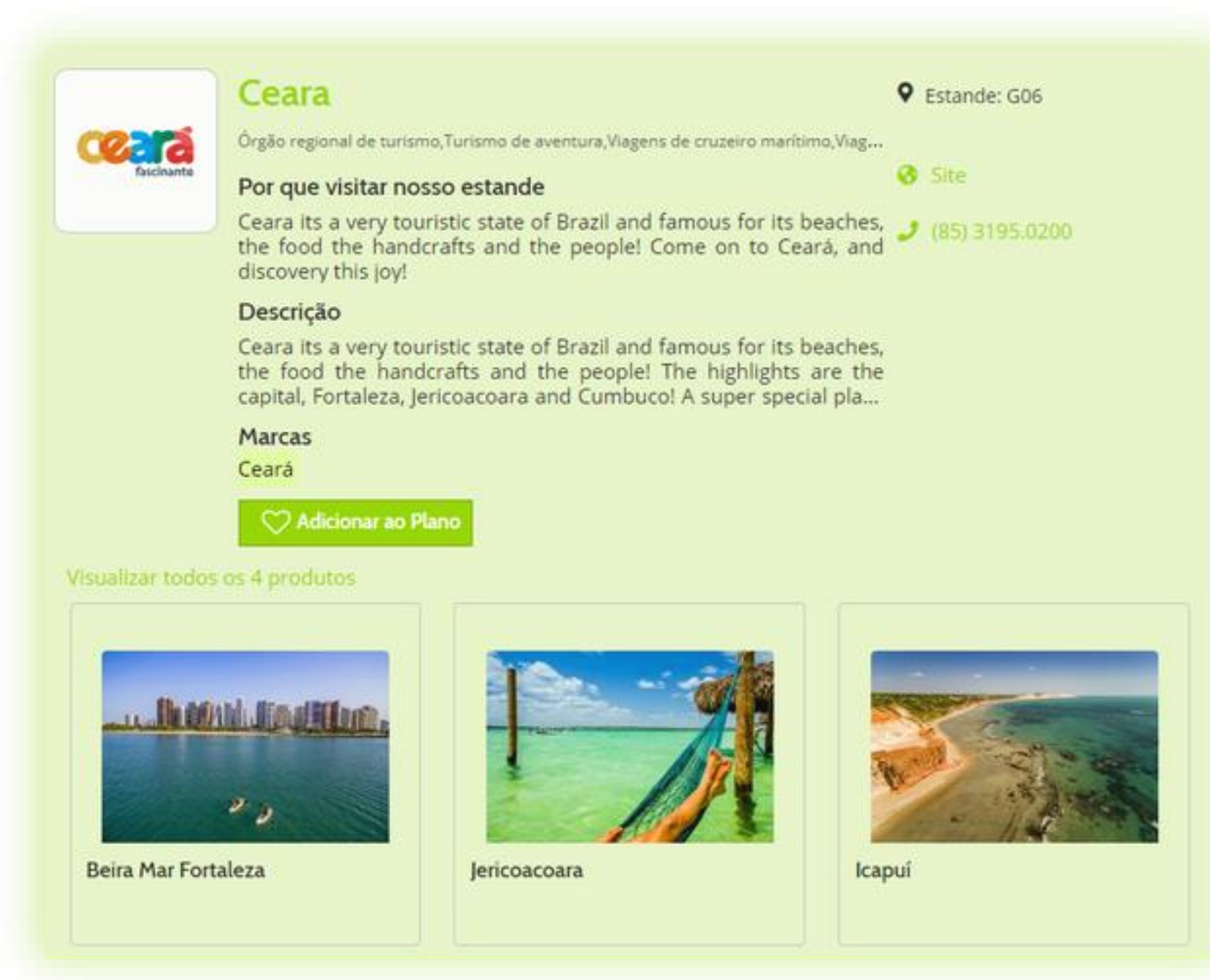
Featured profile in the Exhibitor Catalog

Showcase your products and boost your conversions!

In your profile, fill in information such as your company name and logo, location at the event, description, contact information, brands, and products that will be displayed at the event.

By completing your company profile, you can receive **up to 88% increase in views**, improving your chances of receiving leads.

Priority Profile



The screenshot shows a profile for "Ceará" on a platform. It includes a logo, a location pin for "Estande: G06", a "Site" link, and a phone number "(85) 3195.0200". The profile description is in Portuguese and English. Below the description, there is a button "Adicionar ao Plano" and a link "Visualizar todos os 4 produtos". Three product images are shown: "Beira Mar Fortaleza", "Jericoacoara", and "Icapuí".



Highlight at WTMLat Meet

Priority Profile



Your brand highlighted at WTMLat Meet

Stay ahead of your competitors by making a strong showing* on the scheduling platform used by all buyers and exhibitors at the event.

*Illustrative image. Subject to changes on the Platform.



Featured profile in the Exhibitor Catalog

Priority Plus Profile

Prioridade



Egyptian Tourism Authority

PATROCINADOR DE Atrativos tur...

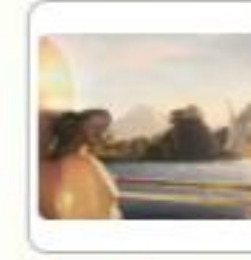
Welcome to (ETA), your gateway to a land of wonders and enchantment. Discover Egypt's enchanting treasures as ancient marvels and modern wonders converge. Begin in Cairo, where the...

Marcas
Egypt, Cairo, Giza, Pyramids, Sphinx, Luxor, Aswan, Nile, Grand...

Categorias
Órgão nacional de turismo, Turismo de aventura, Passeios em...

Produtos (4)



Estande D06

Adicionar ao Plano

Website

E-mail

Telefone

You can **showcase your products**, and the visitors can **contact you directly**.

With the supplement including the same benefits as the Priority Profile.

Your profile* will be pinned to the top **of the page for the category** or **filter you choose**.

This ensures that visitors and buyers who are specifically looking for these products will see more easily your company profile.

*Only one sponsor per category is allowed.



Homepage banner

At WTM Latin America 2025 we saw...

837

Exhibitors

49

Countries

32000

Travel professionals

60

Conference sessions

Featured Exhibitors



Your **products or company information** on the **homepage carousel**.

Promote your brand and products on **the most visited page of the event website**, ensuring that it will be seen by as many people as possible.

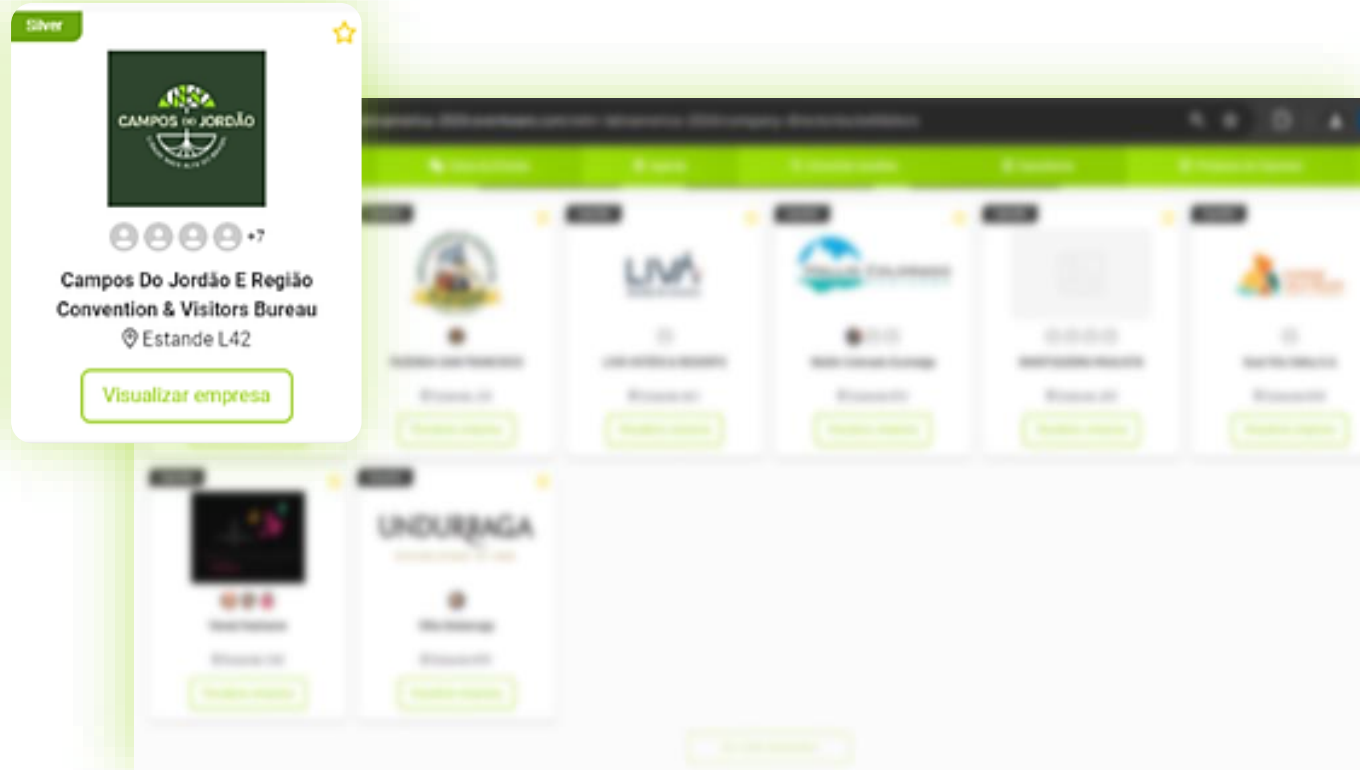
Product Technical Details

Size: 300x300px

Format: JPEG/PNG/GIF



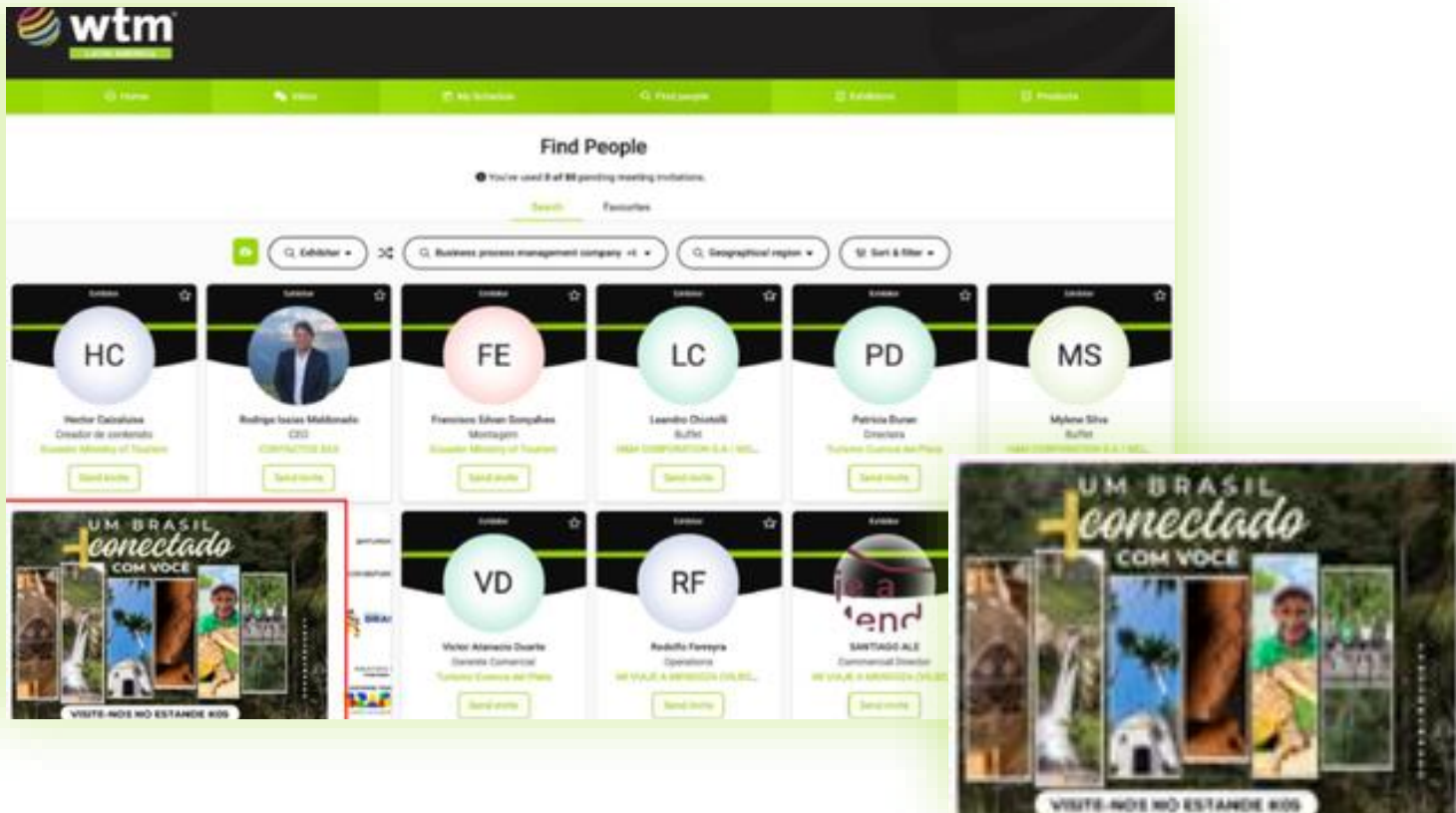
Priority Plus Profile



Your brand highlighted at WTMLat Meet

Stay ahead of your competitors by making a strong showing on the scheduling platform used by all buyers and exhibitors at the event.

Highlight at WTMLat Meet



You can also insert a **premium banner** on the “**Find Meetings**” pages of the **WTMLAT Meet** platform.

The banner will be displayed in the category of your choice and on the “Find Meetings” pages.

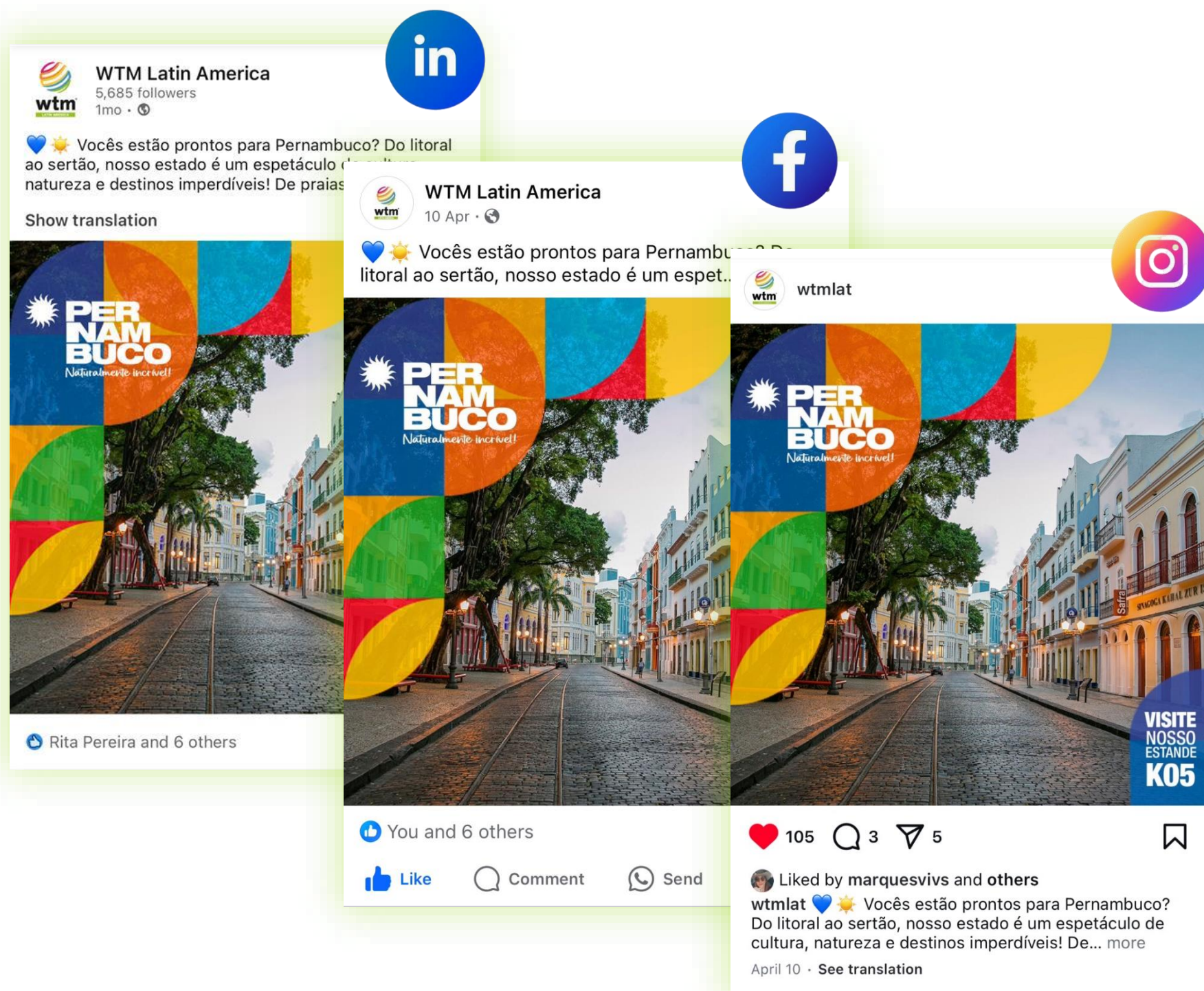
Product Technical Details

Size: 700x353px
Format: JPEG/PNG/GIF



Social Media

Priority Plus Profile



Showcase your brand through an **exclusive post on the social media**

Promote your products and innovations during the pre-event or through content produced during the fair at your booth.

See more details of the results of WTM Latin America's social media and website in our **Media Kit**.

Product Technical Details

Size: 4:5 (1080 x 1350 pixels)

Format: JPG/PNG and text up to 100 words.





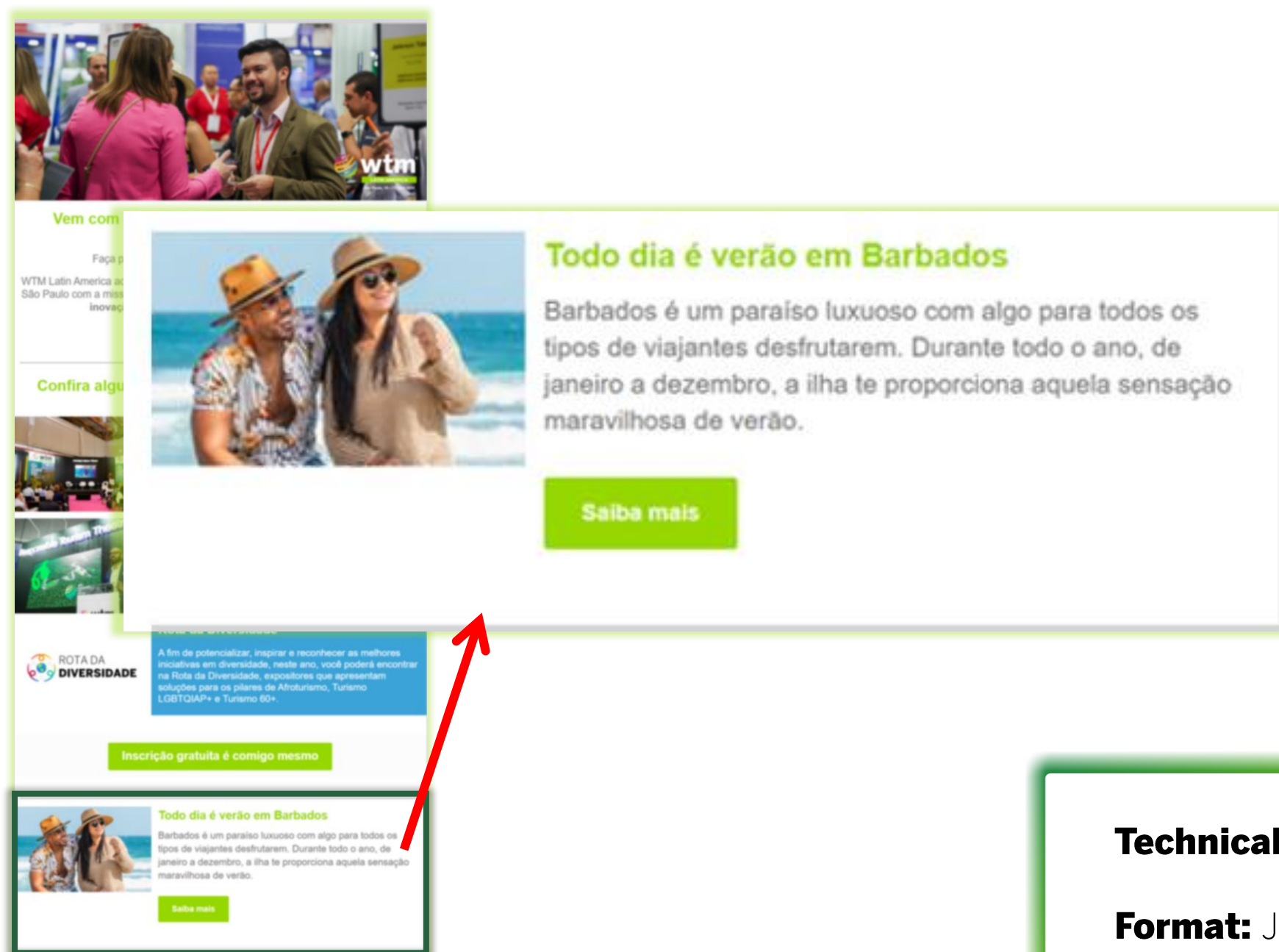
Digital **Advertising**

MKT Email

Insert your **sponsored content** in an email from WTM Latin America

Promote your brand and participation in the event through a **content block*** in an email from WTM Latin America to the entire event contact base, which includes: **travel professionals from the travel agency, accommodation, tour operator, airline, and other segments.**

USD 1.300



Technical Details

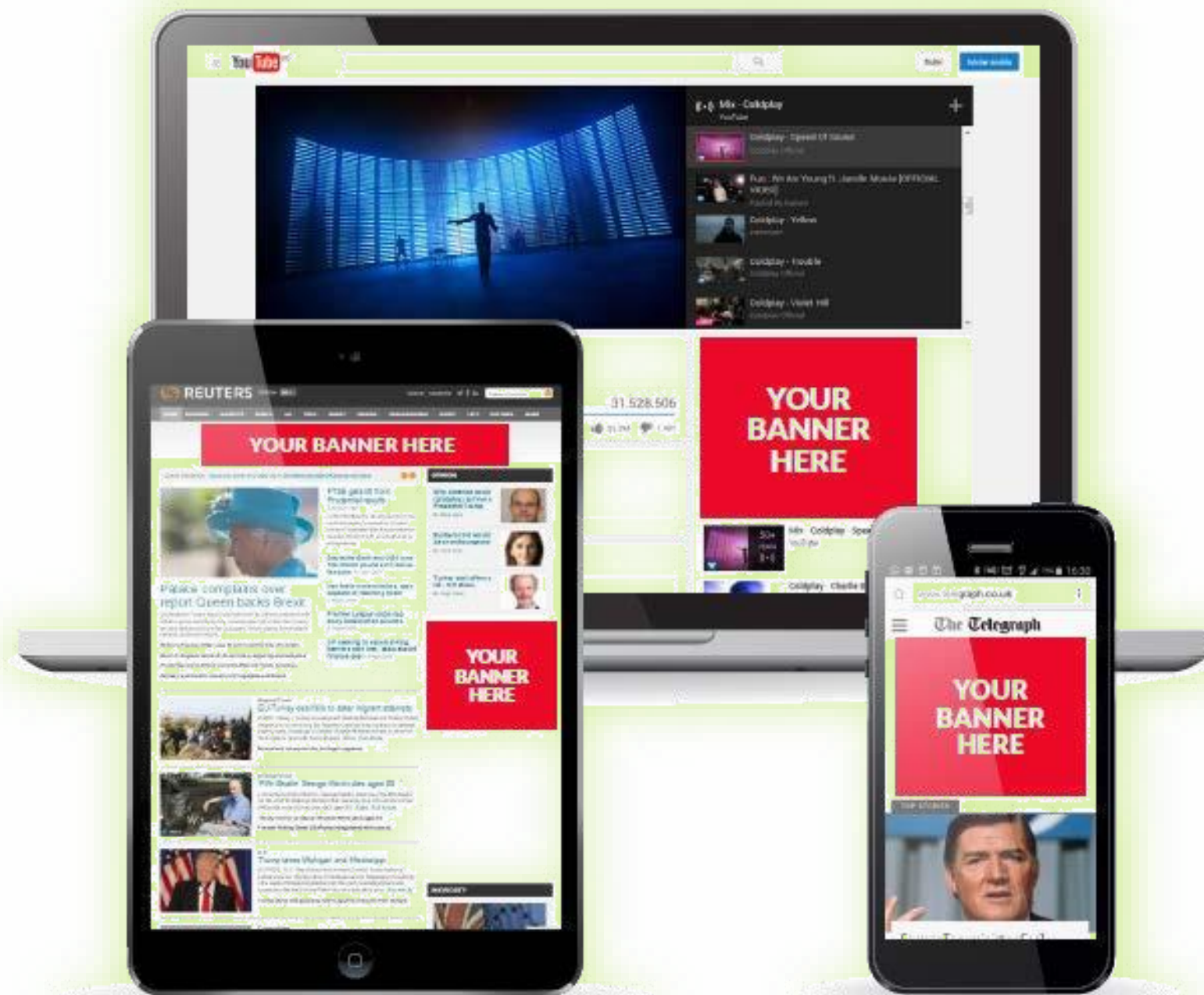
Format: JPG/PNG/GIF and external link.
Size: 275x170 and text with up to 50 words.

The content block consists of a title, description, and image, and you can use the space and information to promote your brand or specific product that you will be bringing to the event.

*Content must be submitted by the Exhibitor.



Remarketing



Gain **more visibility** through the **remarketing campaign**

With this product, your ad will appear on **popular websites and social media** visited by **users interested** in products like yours.

Number of impressions	Investment
30,000 impressions	USD 3.835
50,000 impressions	USD 5.850
100,000 impressions	USD 9.360



Web Banners

Ensure visibility by placing **banners on the event website**

Gain high visibility, generate leads before the event, and include a **link to your website** on the banners so that visitors can view your company before the fair begins.

A	B	C	D
Billboard*	Super leader board1**	Medium rectangle**	Leaderboard*
970x250px	970x90px	300x250px	*728x90px

See below the investment for each application category on different pages of the WTM Latin America website.



*Other banners will be interspersed (up to 3) from the time of purchase until the event.



Web Banners

Investment for placing banners on the **Homepage**

	A	B	C	D
Category	Billboard Super	Super leader board	Medium rectangle	Leaderboard
Investment	USD 2.535	USD 1.950	USD 1.235	USD 1.950



Web Banners

Investment for placing banners on the “**Visit**” page

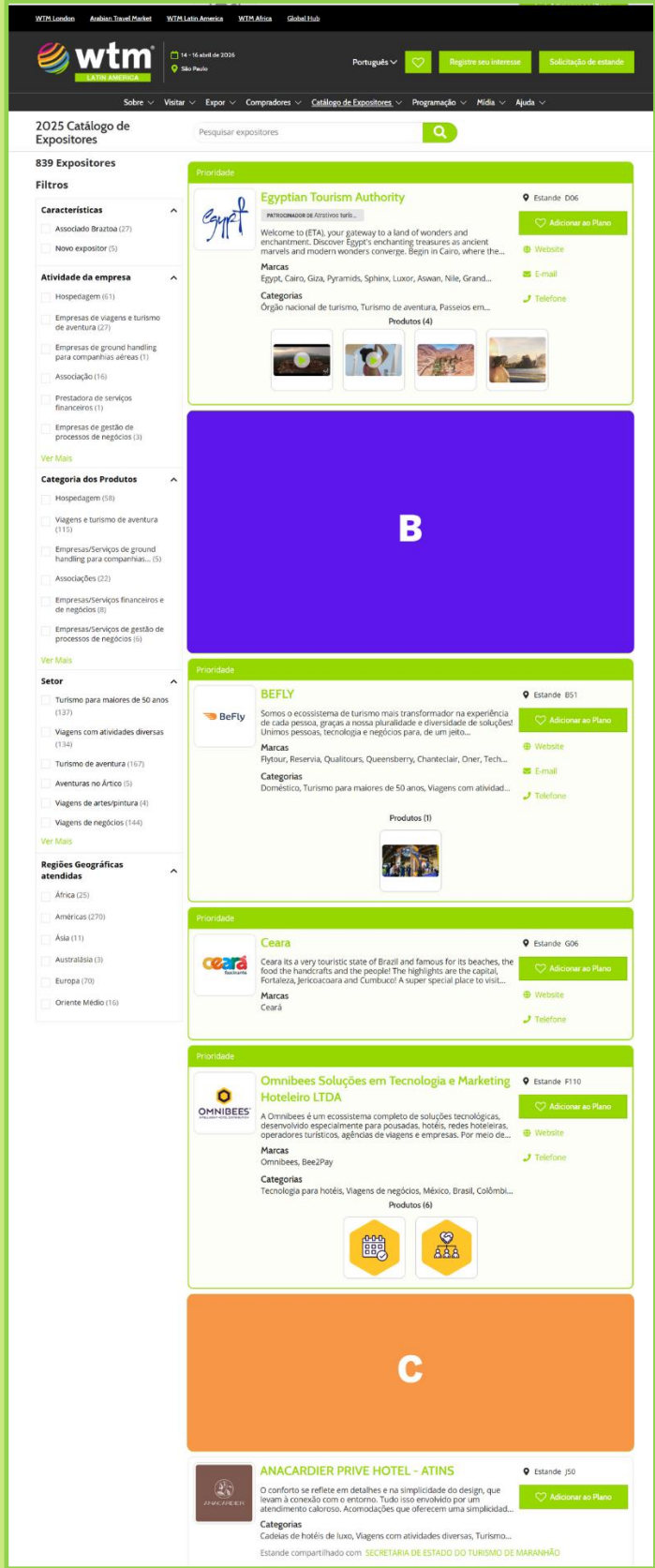
	B	C	D
Category	Super leader board	Medium rectangle	Leaderboard
Investment	USD 1.560	USD 1.235	USD 1.235



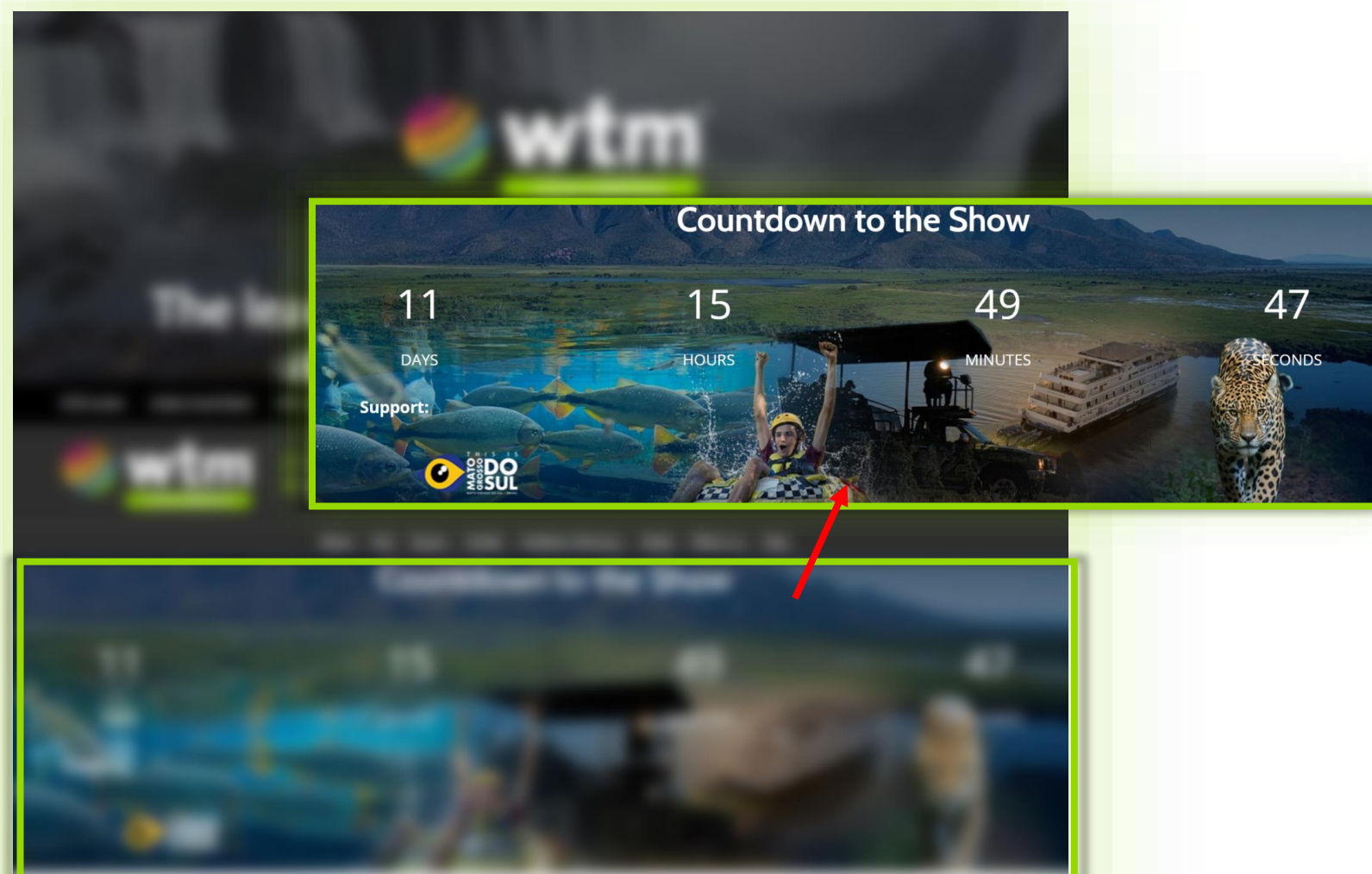
Web Banners

Investment for placing
banners on the **Exhibitor
Catalog** page

	B	D
Category	Super leader board	Leaderboard
Investment	USD 2.535	USD 1.950



Timer



*Only 01 vacancy available for this opportunity

Connect with visitors counting down the days to WTM Latin America with the “Timer”.

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

The countdown clock with **your brand identity** will be placed on the homepage.

USD 1.950

Technical Details

Format: JPEG or PNG without text.

Size: 1920x937px

In March 2025, WTMLatin America's homepage was accessed above 212 thousand times.



Tailored Presentation

Offer an even **more complete experience** with this package, that includes:

Virtual
presentation

AI-generated illustrative image.



A **virtual presentation** of your destination for **50 Brazilian travel agents** with content of your choice and **a quiz** to engage and test their knowledge.

AI-generated illustrative image.



virtual presentation
(with experience)

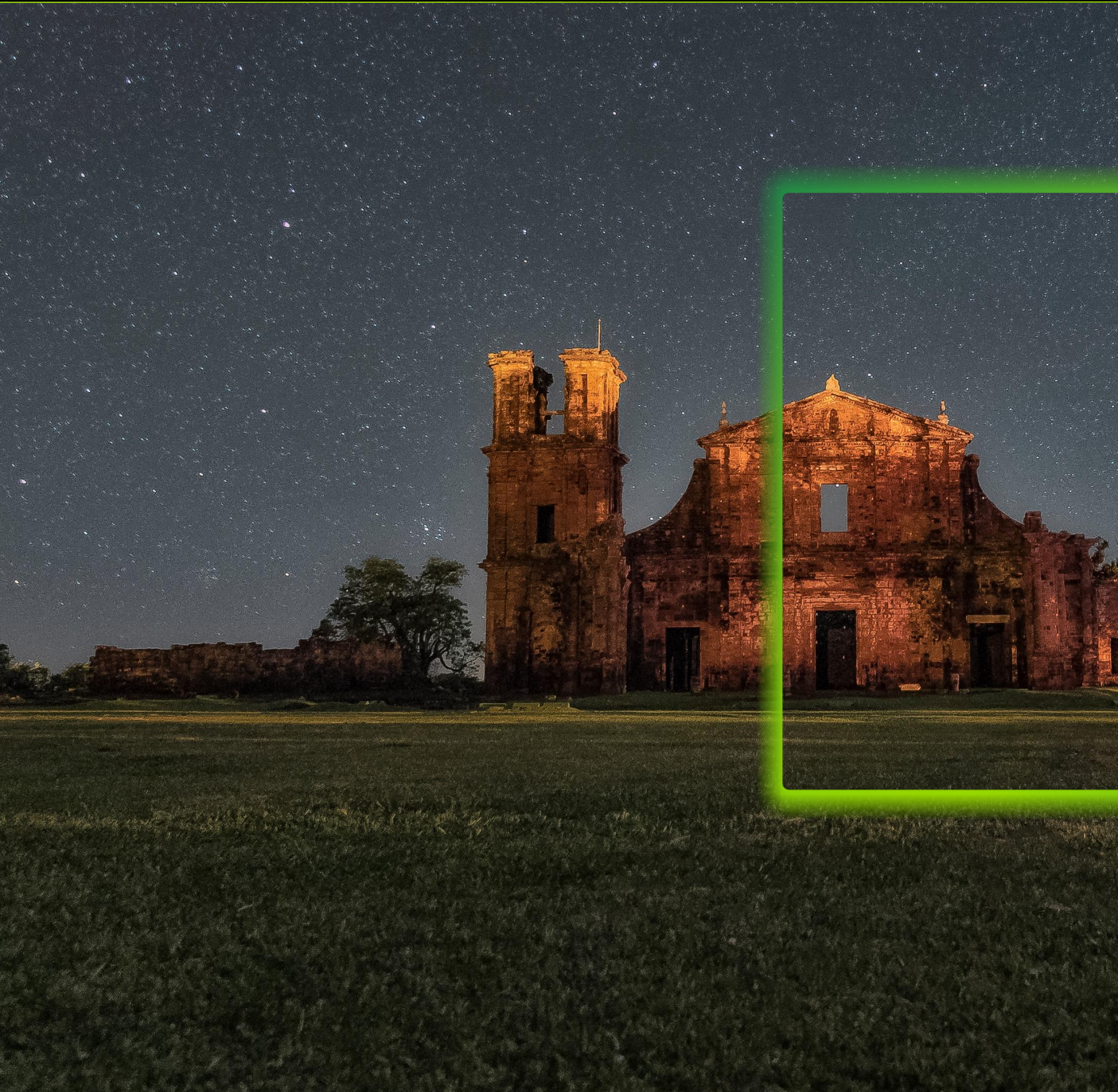
In addition to presenting your destination/product, **the live experience** brings more engagement from travel agents.
(Example: along with the presentation, 50 travel agents will receive ingredients for a gastronomic experience related to your destination, delivered directly to their homes.)

Price by project

*The price is subject to change based on the training details.



Looking **for other experience options?**
Talk to our team to learn about other possibilities.

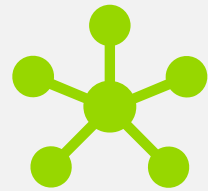


Lead **Booster**

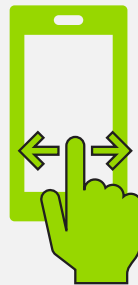
Interact with visitors at WTM Latin America and display your products in a **practical** and **visual** way through the

Lead Booster

Understand how it works in **just four steps** below:



Visitors are encouraged to access it through content on social media or email marketing;



Using the matching system, offers are displayed to users who, by swiping right (yes) or left (no), choose which ones they want to take advantage of;



After choosing the offers, the user enters a valid email address to immediately receive the selected offers and instructions on how to use/redeem them – whether by visiting the booth during the event, accessing the website, etc.



In addition to visitor interaction with your product, you will receive a list of those who chose your offer and will secure more leads for your business.

USD 1.950



Lead **Booster**

Here are some examples of offers and benefits* that have already been published in the application:

*Offers and benefits advertised during WTM Latin America 2024



Type of offer

Curated industry-specific content

Benefits

Lead Generation, brand exposure



Type of offer

Prize draws and product distribution

Benefits

Lead generation and promotion of your participation



Type of offer

Discounts and product demo

Benefits

Lead Generation and brand exposure



Type of offer

Offer or prize in exchange for visitor interaction

Benefits

Lead Generation and brand exposure



Main Sponsorship

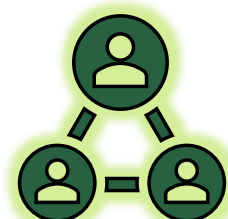
Lead **Booster**

In this main sponsorship format, your brand will be seen by everyone who accesses the Lead Booster when they open the application!

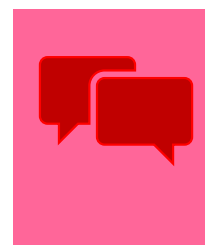
In addition to the benefits of registering with Lead Booster, you can also add co-branding or “brought to you by...” nomenclature wherever the application is promoted, such as:



Website

Email
marketingSocial
Media

Investment

USD 12.995



Brand
exposure in
WTMLat Meet

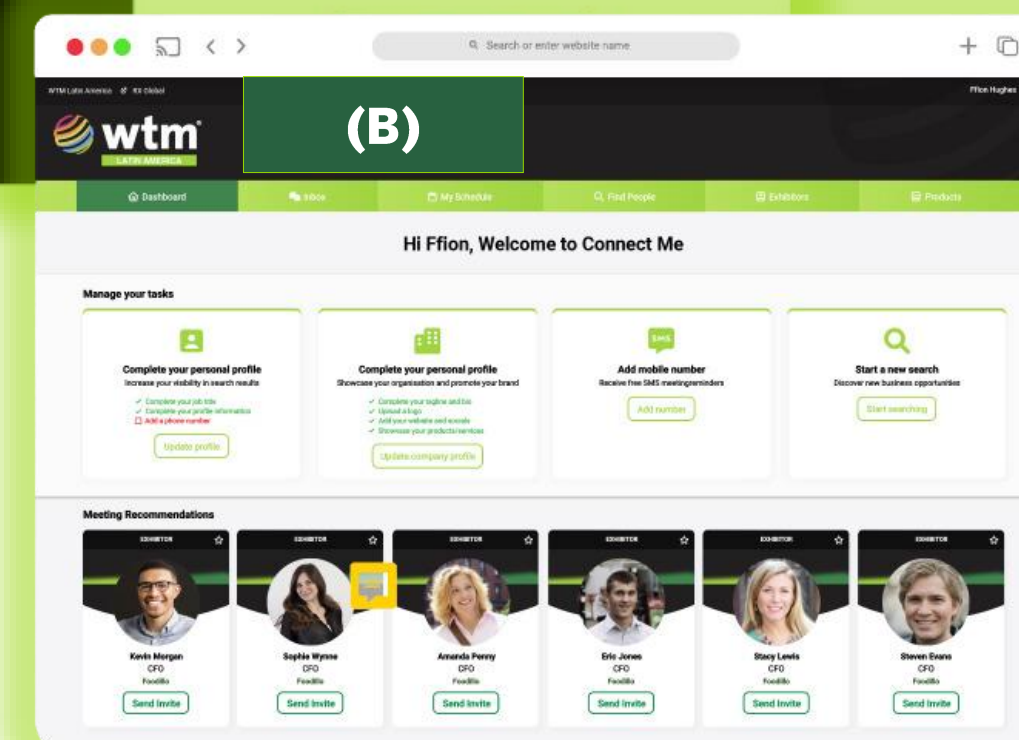
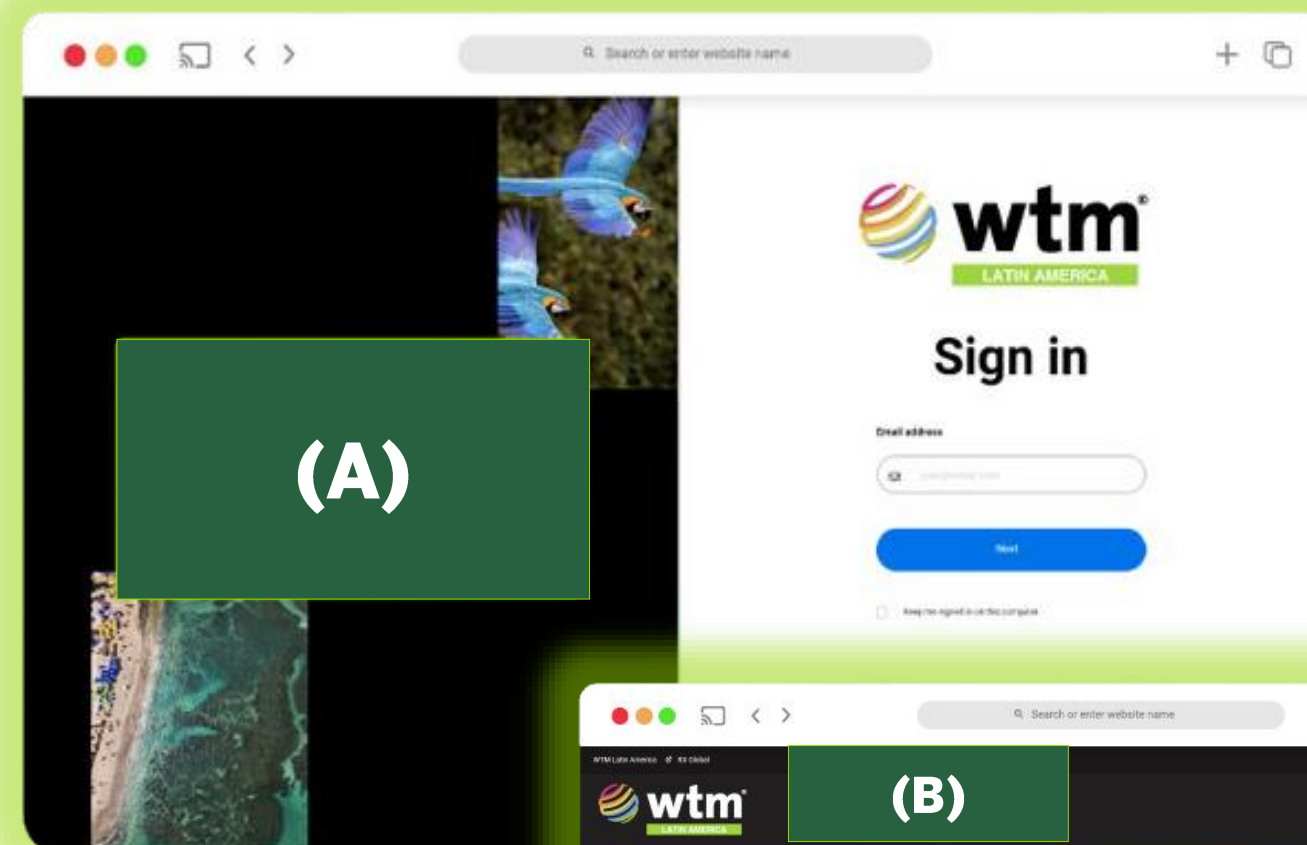
USD 12.995

Stand out! Get noticed and make it easy for travel professionals to view your profile and schedule meetings with your team.

Main Sponsorship

With this sponsorship, you will receive:

- Logo and banner on the WTMLat Meet **login page** (A)
- Logo on **all pages** of the platform (B)
- Your **profile highlighted** in the WTMLat Meet catalog
- Two **exclusive Main Sponsor posts** on WTM Latin America's social media channels



Technical Details

Format: JPEG (A) e PNG (Transparent image) (B)

Size: 640px x 800x (A) e 900px x300px (B)

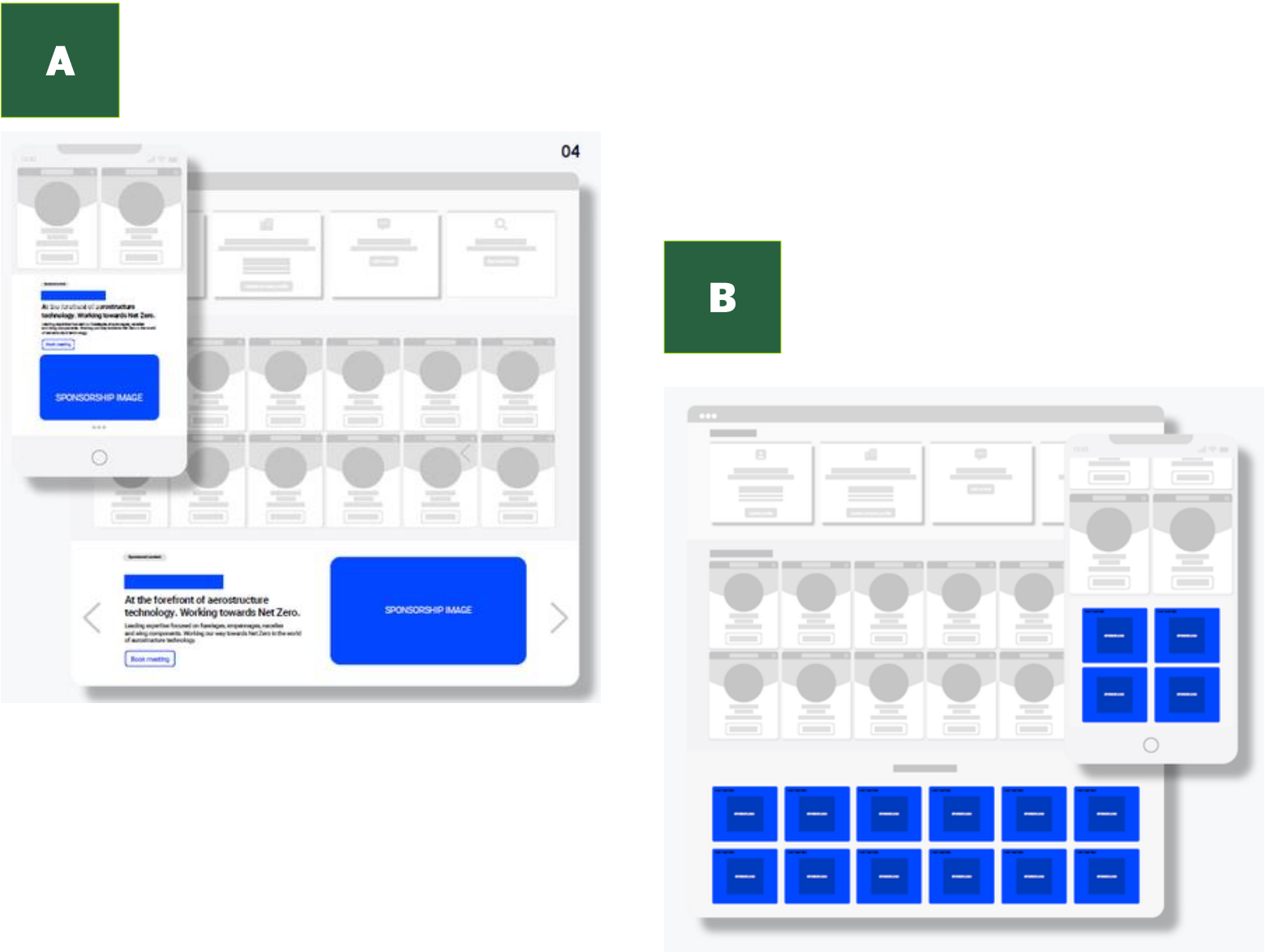


Showcase your brand in WTMLat Meet platform:

Banner and Logo

Your brand can be displayed to all event buyers and WTMLat Meet users **throughout the three days** of the event with the following options:

Option	Investment
(A) Insertion of banner (700x352px) in the carousel on the platform main page. Max: 5 banners	USD 1.950
(B) Logo as sponsor in the footer of the platform main page Max: 14 positions	USD 518



Technical Details

Format: JPEG, PNG
Size: Banner 700x352px;



Media Kit

WTM Latin America

The **third largest digital community in WTM's** global events portfolio can connect your brand with tourism professionals in Latin America.

Here are some of the figures for WTM Latin America's social media and website in 2025:

wtm.com/latin-america



+ 200 thousand
sessions



+ 380 thousand
views



+ 139 thousand
active users



123.89%
engagement rate



28,500
followers



354,840
Accounts
reached



230,010
Impressions



22,250
Engagements



9.67%
Engagement
Rate



92,108
followers



111,820
Accounts
reached



345,840
Impressions



1,520
Engagements



1.75%
Engagement
Rate



5,636
followers



29,667
Impressions



1,126
Engagements



3.79%
Engagement
Rate

Built by
RX

In the business of
building businesses



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