

Regenerate. Restore. Reconnect.

Travel with purpose.

Onsite Sponsorship Opportunities



São Paulo, 14 – 16 April 2026



Interactive menu: click and browse items



Onsite visibility opportunities



Buyer Programs



Travel Agent Lounge



Media



Accreditation



Theaters



Branding



Opening Ceremony



Experiences



Premium Sponsors

wtm[®]
LATIN AMERICA



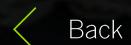
Buyer Programs

Speed Networking Sessions

Training for Buyers

Lounge for Buyers

Travel Agent Lounge



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Programs available at WTM Latin America



HOSTED BUYERS

Exclusive for **international** buyers.

In 2025, there were **80 buyers.**



BUYERS' CLUB

Focused on tour operators and travel agents from **Brazil and around the world.**

In 2025, there were **above 3,000 buyers.**



agente na estrada

It receives above 500 pre-qualified travel agents from all over Brazil every year.



Showcase your brand through the

Speed Networking Sessions

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

Digital actions

Quota*:

- Logo on the website on the "Buyers" page
- Logo in 1 promotional email for one of the Speed Networking sessions

Exclusive package:

- Previous items and:
- Banner (610x150 px) in promotional emails for Speed Networking

Actions **at the event**

Quota*:

- Logo on signage directing attendees to Speed Networking sessions
- Logo on table signs at the Speed Networking sessions

Exclusive package:

- Previous items and:
- Sending of contacts of buyers who attended Speed Networking sessions

* Shared with other sponsors.

1 Quota (máx. 4 quotas)

USD 3.509

Exclusive Package

USD 12.995



Promote your brands in the
Buyer Training

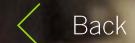
Present your destination to **selected buyers** from the Hosted Buyers programs or to participants in the **Agentes na Estrada** [Agents on the Road] program.



Travel agents from all over Brazil. In 2025, there were 500 agents.

The Training sessions **last 50 minutes** and ensure the **presence of 50 qualified buyers**. The venue is equipped with **audiovisual equipment** (laptop, projector, giant screen, sound system, and microphones), and the **list of buyers participating** in the meeting will be shared with the sponsor.

USD 6.500



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Buyer Lounge

Gain visibility in the exclusive space for members of the Hosted Buyers and Buyers' Club.

Digital actions

Quota*:

- Logo in two emails sent to buyers
- Banner (970x90px) in the *"Buyers Program"* page on the WTM Latin America website

Exclusive package:

- Previous items and
- Banner (610x150 px) in two emails sent to buyers

Actions **at the event**

Quota*:

- Distribute gifts/materials in the Buyer Lounge
- Branding inside the Lounge
- Logo on the Lounge signage
- Logo on the Lounge overhead banner
- QR Code applied in the lounge with information provided by the sponsor

Exclusive package:

- Previous items and
- Sending the contacts of buyers who visited the Lounge

* Shared with other sponsors.

1 Quota (máx. 4 quotas)

USD 3.509

Exclusive Package

USD 12.995

Travel Agent Lounge

Exclusive Lounge for Travel Agents, ideal for networking, relaxation, and business connections.

Digital actions

Quota*:

- Logo in two emails sent to travel agents
- Banner (970x90px) in the "Travel Agents" page on the WTM Latin America website

Exclusive package:

- Previous items and
- Banner (610x150 px) in two emails sent to travel agents

Actions **at the event**

Quota*:

- Distribute gifts/materials in the Travel Agent Lounge
- Branding inside the Lounge
- Logo on the Lounge signage
- Logo on the Lounge overhead banner
- QR Code applied in the lounge with information provided by the sponsor

Exclusive package:

- Previous items and
- Sending the contacts of travel agents who visited the Lounge

* Shared with other sponsors.

1 Quota (Max. 4 quotas)

USD 3,509

Exclusive Package

USD 12,995



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“ Media **Visibility**

Influencer **Lounge**

Brand **Exposure** to the Press



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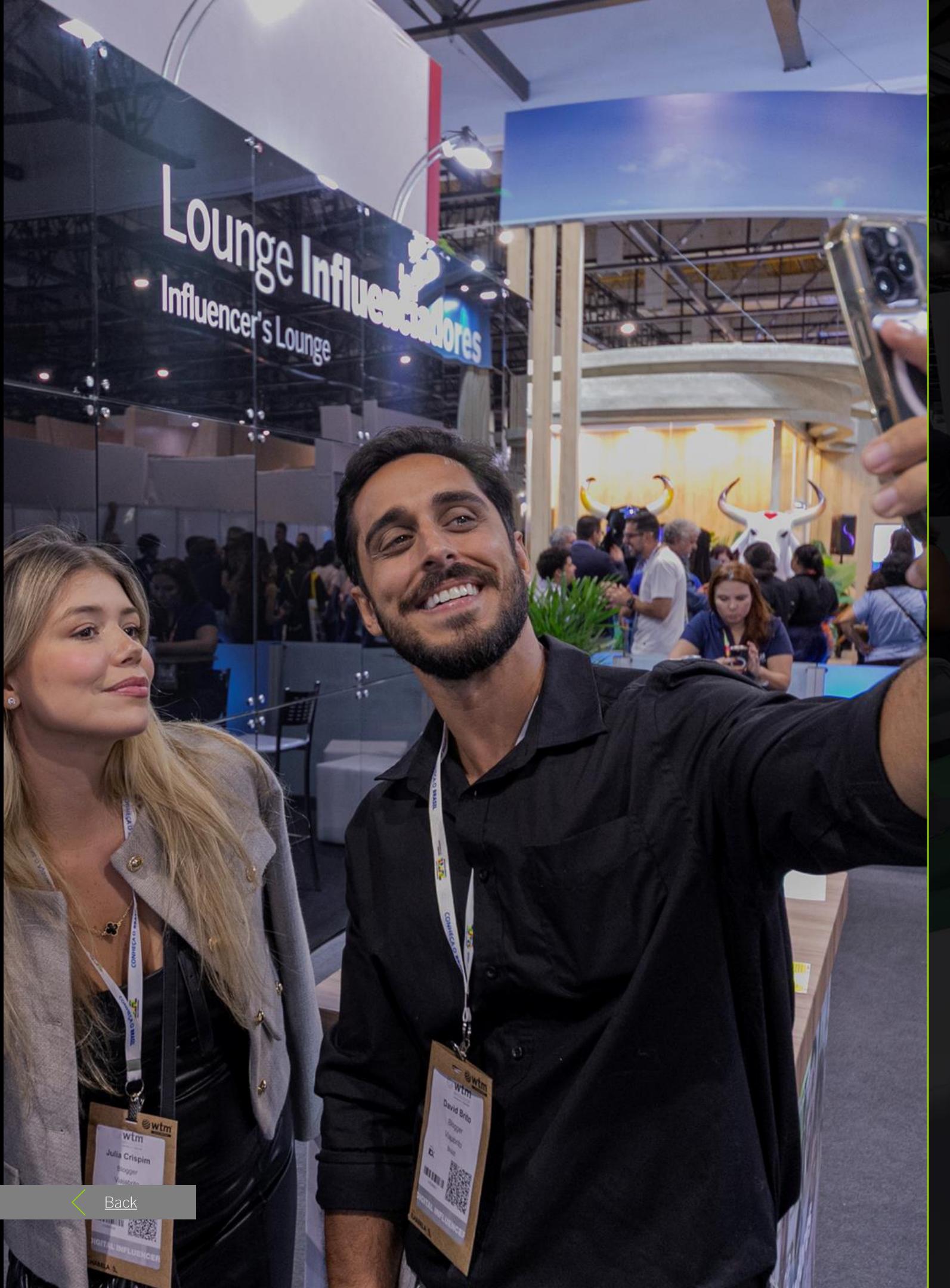


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Interactive menu: click and browse through the items





Apply your brand on
Influencer **Lounge**

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

Details:

- Logo applied on the sides surrounding the area
- Logo applied on the counter
- Logo applied inside the lounge
- Logo applied on the aerial banner

1 quota

USD 12.995

* Shared with other sponsors.

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GG

In 2025,
WTMLAT
received
**above 500
journalists**



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Brand exposure to the press

Present your brand to the **hub of journalists and opinion leaders** who gather for coverage in search of tourism trends in Latin America.

Digital actions

Quota*:

- Logo with a link in the website press page
- Logo in the event accreditation pages
- Logo in the accreditation confirmation emails

Exclusive package:

- Previous items and
- Banner (970x90px) with a link in the website *Media* page

Actions **at the event**

Quota*:

- Logo on press credentials
- Logo on floor stickers in the *Press Center*
- Logo on a banner in the *Press Center*
- Logo on all signage directing visitors to the *Press Center*
- QR Code applied inside the *Press Center*

Exclusive package:

- Previous items and
- Submission of the list of journalists who attended the *Press Center* during the three days of the event.

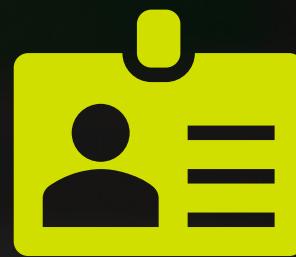
* Shared with other sponsors.

1 Quota (máx. 4 quotas)
USD 3.509

Exclusive Package

USD 12.995

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Visibility in the **Accreditation**

Complete package

Brand exposure during accreditation

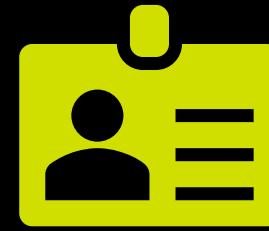
Entrance tunnel to the event





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Brand exposure during the **Event Accreditation**



We offer a **comprehensive, multilingual system** at our accreditation desk.

This opportunity provides extensive exposure before and during the event for **all participants**.



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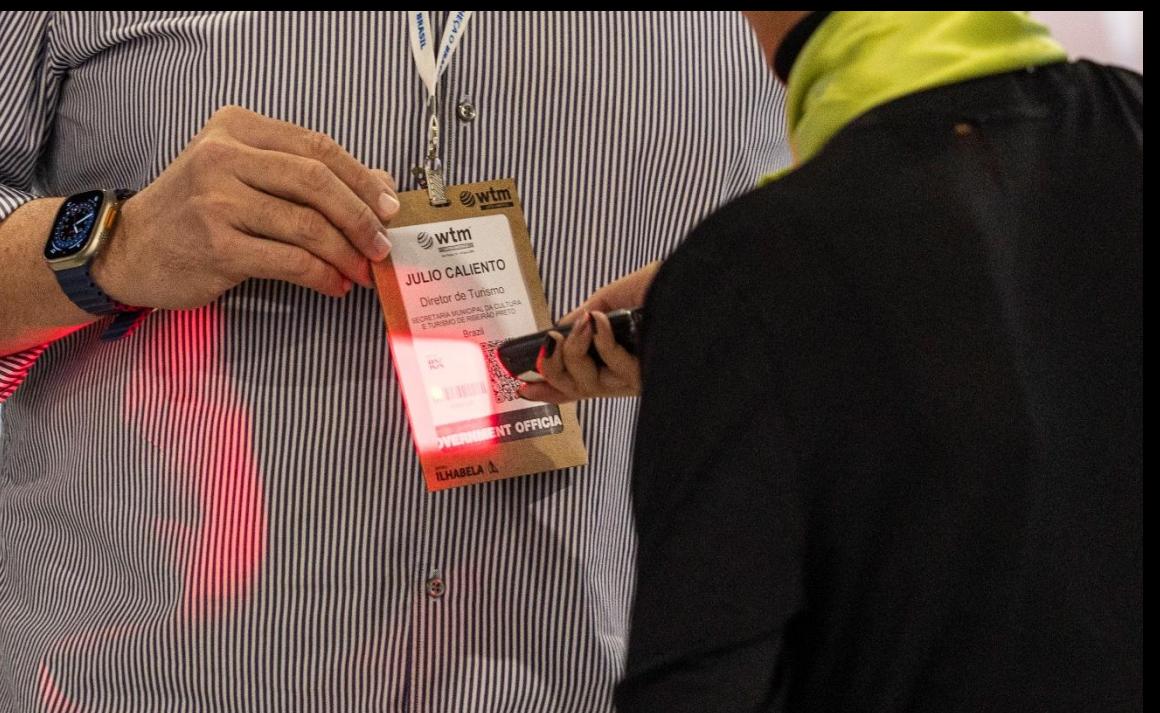
_Complete Package

Digital actions

- Logo on all pages of the visitor accreditation process
- Logo on all visitor accreditation confirmation emails
- Banner (970x90px) on the website accreditation page

Actions **at the event**

- Logo on the event badge holder
- Branding on the back wall of one of the accreditation areas (white or green).
- Branding on the side panel of the accreditation desk in the pavilion entrance (white or green).
- QR Code in the accreditation area directing to event content.



*Back wall of the accreditation desk in the White Pavilion – 17.48m x 1.8m
* Side panel of the accreditation desk – 7.5m x 2.9m

** Back wall of the accreditation area in the Green Pavilion – 18.00m x 1.80m
** Side panel of the accreditation area – 7.5m 2.9m

1 quota

USD 19.495

Brand exposure during accreditation



Actions **at the event**

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

*Back wall of the accreditation desk in the White Pavilion – 17.48m x 1.8m
* Side panel of the accreditation desk – 7.5m x 2.9m

** Back wall of the accreditation area in the Green Pavilion – 18.00m x 1.80m
** Side panel of the accreditation area – 7.5m 2.9m

1 quota

USD 8.648

Entrance Tunnel to the event



This is a unique opportunity that will have a **direct impact** on all participants at the fair. Have your brand displayed with your exclusive design in the event entrance tunnel in the **green or white** pavilion.

Value defined by
project



Visibility in the Theaters

_**Technology & Innovation** Theater

_**Transformation** Theater

_**Trends** Theater





Associate your brand with technology and innovation at:

Technology & Innovation Theater

The theater addresses relevant and current topics that help participants **build their skills, anticipate trends**, and **stay ahead** of the competition.

Details:

- Logo at the back of the stage
- Logo in digital communications about the event's lectures
- Logo in the event website, on the “Conference” page
- Logo in the footer of the lecture program panel for this theater at the event.

USD 12.995

Transformation Theater

The Theater will address highly relevant topics related to Responsible Tourism, Diversity & Inclusion, and ESG. The **Responsible Tourism Award** will also be held at the venue, which annually recognizes initiatives that promote a more **equal, responsible, democratic, and accessible industry for all.**

Details:

- Banner (728x90px) on the Responsible Tourism Award page
- Inclusion of “Sponsored by + logo” in the Responsible Tourism section on the What’s On page of the website.
- 1 post on social media (Facebook, Instagram, and LinkedIn) in Portuguese and Spanish.
- Banner (90x600px) in 1 email to accredited visitors and press in Portuguese and Spanish.
- Press release to all press and media outlets in the WTM Latin America database.
- Logo on the backdrop of the WTM Latin America opening ceremony.
- Logo applied to the backdrop of the Responsible Tourism Theater.
- Logo on the Certificate/Award given to the Gold and Silver winners.
- Two-minute speech before the Award ceremony
- Mention of the sponsor during the opening speech of WTM Latin America and also during the opening speech of the award ceremony.

USD 12.995



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- Be at the forefront of tourism trends

Trends Theater

Renowned industry leaders and other experts, who address topics relevant to the professionals and development of the tourism industry, meet at the Trends Theater.

Details:

- Logo at the back of the stage
- Logo in digital communications about the event's lectures
- Logo in the event website, on the “Conference” page
- Logo in the footer of the lecture program panel for this theater

USD 12.995



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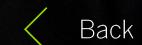


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Branding Opportunities

- Banners on the **entrance hall** (white pavilion)
- Banners on the **entrance hall** (green pavilion)
- Banners in the **exit corridor**
- Hanging **aisle banners**
- Hanging **advertising banners**
- Hanging **banner regional**
- Giant and small **floor tiles**
- Advertising **flags**
- Digital totem**
- Digital totems in the foyer**
- Pavilion **marquee**
- Restaurant **tables**
- Video** in the theaters
- Lanyards**
- Welcome **bags**
- Drawstring** backpack



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Interactive menu: click and browse through the items



Banner on the **entrance hall** (white pavilion)

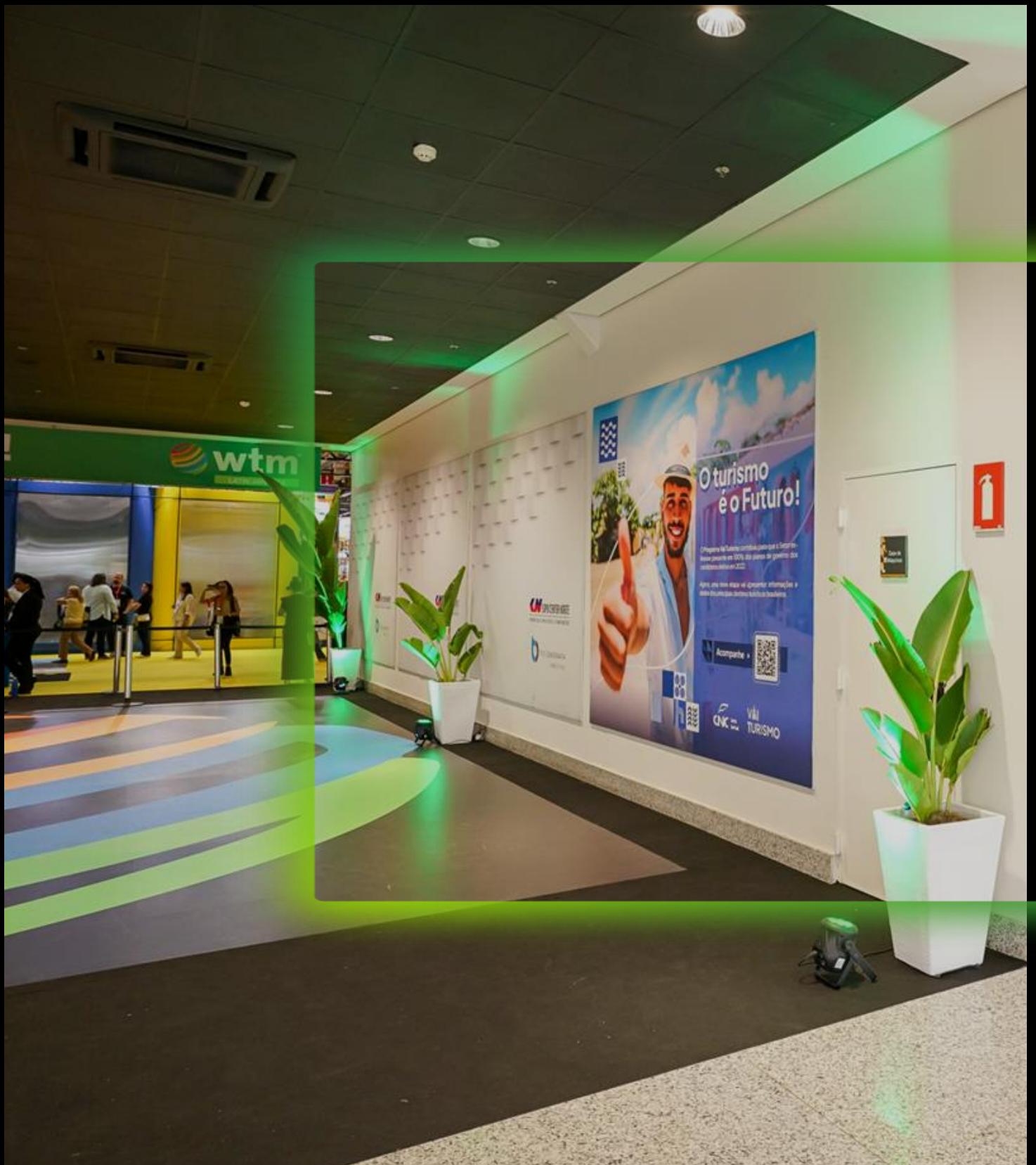
Visible from the **first contact of visitor with the event**, the banners at the entrance reach all who arrive to the event offering a great impact of brand visibility.

Details

- 1 Printed banner* in the size of 3.2m x 2.5m.
- Availability of maximum 6 spots.

*In case of sale of the item *Entrance Tunnel*, as previously mentioned in this material, it is not possible to apply this banner. In this case it is necessary to consult the sales team to exchange it for another item.

USD 2.925



Banner on the entrance hall (green pavilion)

Visible from the **first contact of visitor with the event**, the banners at the entrance reach all who arrive to the event offering a great impact of brand visibility.

Details

- 1 Printed banner* in the size of 3.2m x 2.5m.
- Availability of maximum 7 spots.

*In case of sale of the item *Entrance Tunnel*, as previously mentioned in this material, it is not possible to apply this banner. In this case it is necessary to consult the sales team to exchange it for another item.

USD 2.925



Banner in the **exit corridor**

The banners at the exit of the **event are visible to all** participants who leave the event, offering a great visibility of brand.

Details

- 1 Printed banner in the size of 3.2m x 2.5m.



2 quotas available

USD 2.925



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Hanging aisle banners

Hanging aisle banners are **double-sided** and positioned next to the aisle banner to provide even **more exposure to your brand.**

Details

- 1 Printed banner in the size of 1.4m x 2.0m.



Max. 22 quotas available

USD 1.040

Hanging advertising banners

The double-sided hanging banners **have high visibility** and can be allocated above the exhibitor booths*. This is a way to convey your brand message with **great impact during the 3-day event.**

Details

- 1 Printed banner in the size of 3.2m x 2.5m.

*Contact commercial team to check feasibility

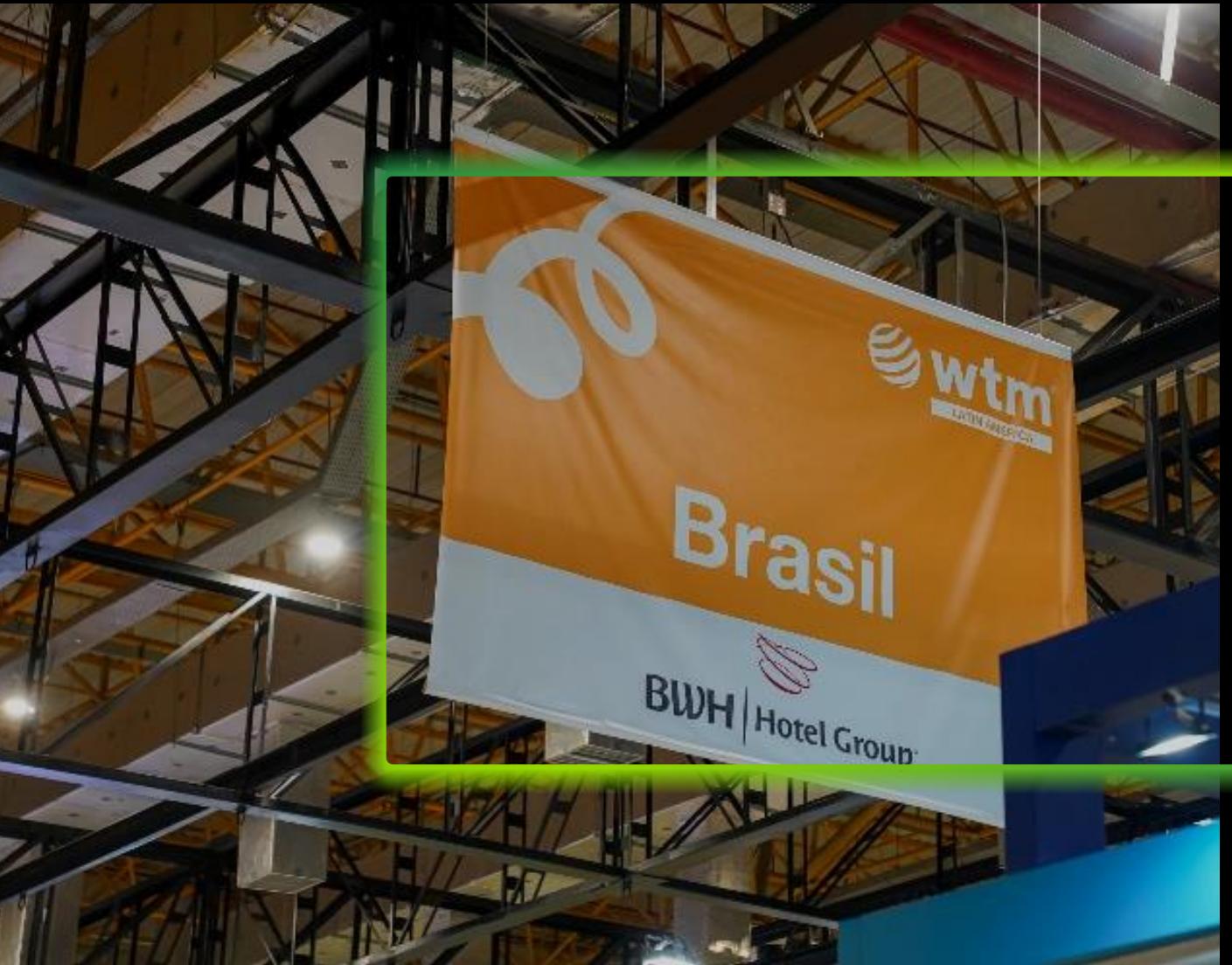
6 quotas available in the corridor

USD 1.235



Hanging banner regional

Double-sided hanging banner regional are arranged in each region and **are the main signs** in each of them. There will be in total 9 banners that signal the regions present at the event in both pavilions.



Details

- 1 Printed banner in the size of 3mx2m, with application of 0.60cm high footer only with logo.

1 quota available

USD 22.330

Floor tiles

Positioned in strategic locations of the event, floor tiles offer high visibility and are the perfect opportunity to **draw the attention of visitors as they walk through the event.**

Giant Tile



Small Tile



Details

- 1 Floor tile printed in the size of 4m x 4m.

7 spaces available

USD 1.300

Details

- 1 Floor tile in the size of 1.4m x 1.4m

10 spaces available

USD 435



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_Advertising **pennants**

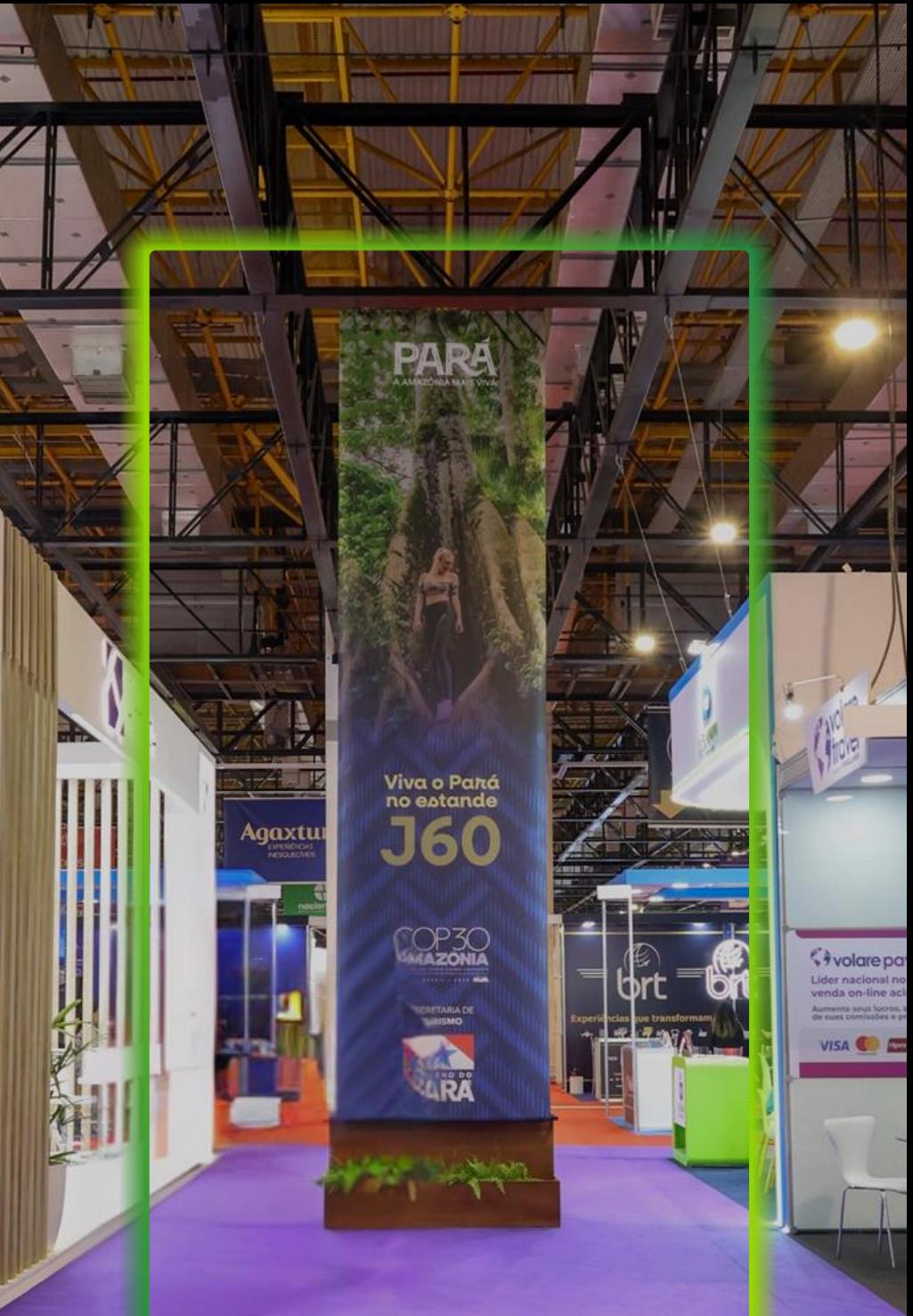
The advertising pennants (double-sided) provide exhibitors with **additional exposure** and are **highly visible to event visitors**.

Details

- 1 Printed banner in the size of 1.5m x 6m.

3 pieces available

USD 3.250





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Digital totem

The digital totem has inserts of rotating parts and is positioned at strategic points of the event. Use this tool to attract more visitors, promote your company, launches and/or actions held at your booth.

Details

- 10-s video or static image in the dimensions of 1080x1920px; 1080x1920px;
- File format mp4 to video or .jpeg to image;
- No audio;

Up to 2 brands for each totem

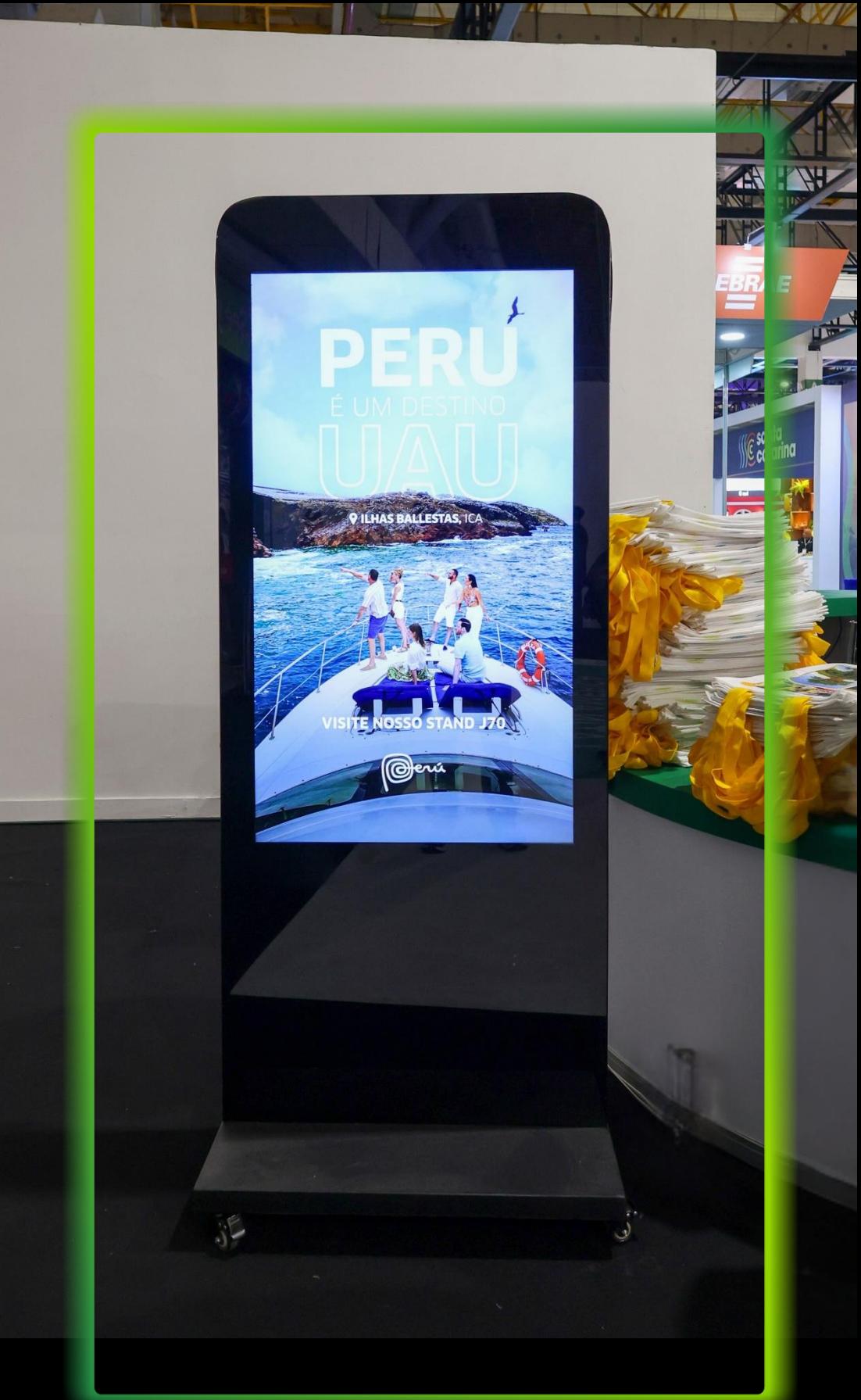
USD 3.900



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Digital totems in the foyer

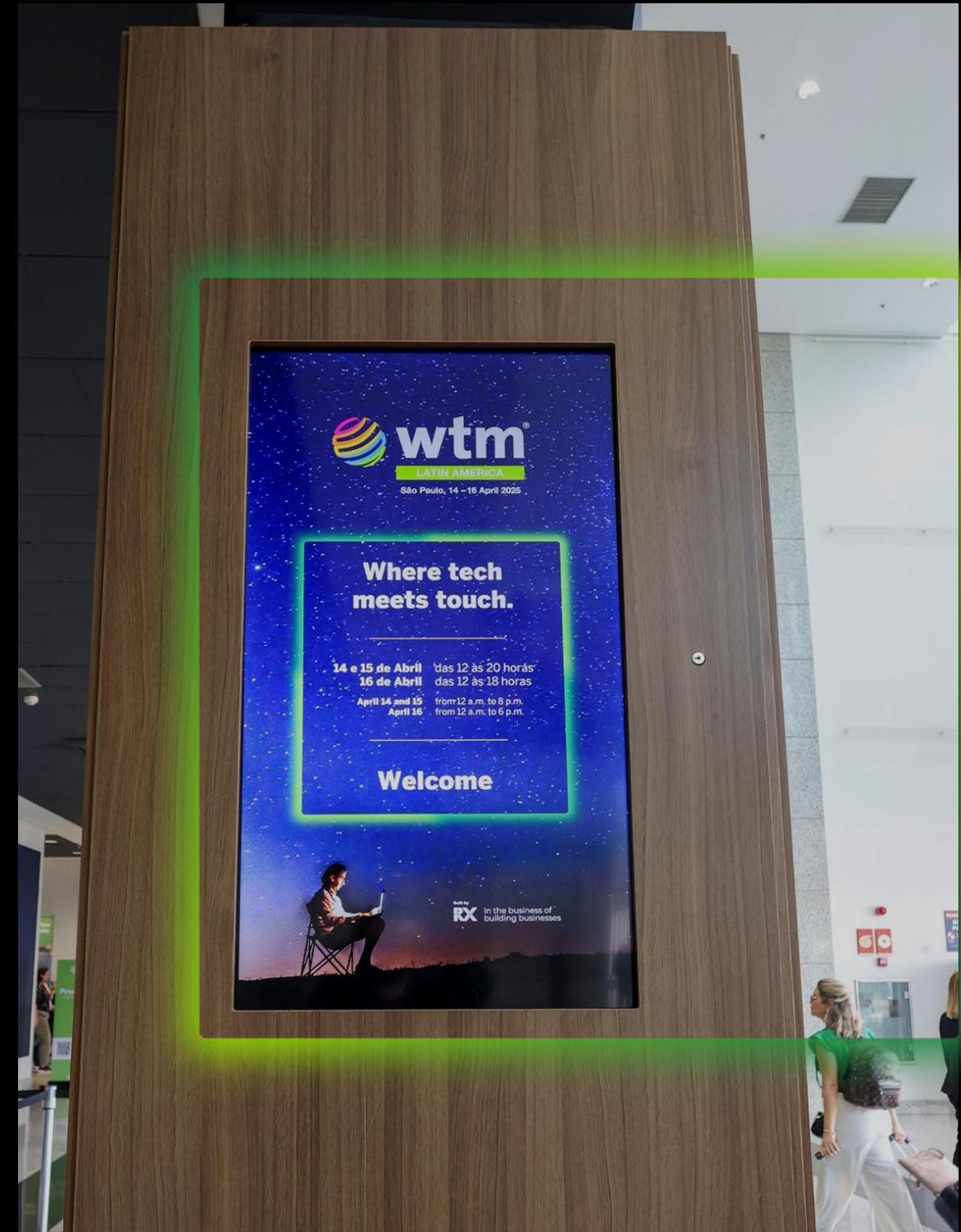
The 6 digital totems are **positioned at the entrance hall of the event** and allow your brand to attract the attention of visitors through images or videos.

Details

- File format .jpg, with dimensions of 1080 x 1920 px and up to 1mb.
- Randomized application containing up to 3 simultaneous brands.

Up to 3 advertising spaces

USD 3.250



Pavilion Marquee



Have your brand applied on the marquee of the white or green pavilion hall. This is a high impact **branding opportunity to all the public of the event**.

Details

- 1 Banner – Below, measures for the **White** Pavilion.
 - G14: 12.99m x 1.54m
 - G13: 2.24m x 1.55m
 - G12: 24.83m x 1.55m
 - G11: 4.41m x 1.55m

- 1 Banner – Below, measures for the **Green** Pavilion.
 - G10: 4.38m x 1.55m
 - G9: 24.86m x 1.55m
 - (G8: 2.25m x 1.55m
 - G7: 12.95m x 1.55m

Max. 2 quotas
(1 quota per pavilion)

USD 11.891



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Restaurant **tables**

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



1 quota

USD 12.995



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Video in the theaters

Have your **institutional video** displayed in WTMLAT theaters on each day of the event. This is a great opportunity for branding or launching products and services.

Details

- Video with up to 1 minute in the .mp4 format

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

USD 3.243



Lanyards

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



4 quotas
(5,250 lanyards per quota)

USD 5.670



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Welcome **bag**

High impact branding opportunity during the 3 days of the event.

The welcome bags **are handed out to all participants** upon their arrival at the event.



4 quotas
(3,000 lanyards per quota)

USD 7.140

Drawstring backpack

High impact branding opportunity during the 3 days of the event. The drawstring bags **are handed out to all participants** upon their arrival at the event.



4 quotas
(3,000 lanyards per quota)

USD 7.140



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Visibility at the Opening Ceremony



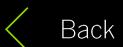
Opening Ceremony

Showcase your brand during the Opening Ceremony of the event.

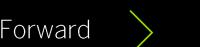
Details

- **Brand mention** as a supporter during the ceremony
- **Brand application** on the ceremony backdrop
- **Promotional video** (MP4) display of up to 30 minutes during the ceremony
- **Brand application** on the theater chair covers during the ceremony
- **Brand application** on the backdrop of the “press chat”

1 quota
USD 25.944



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★ Visibility at the Experiences

Wi-fi Plaza

Wi-fi Café

Brand Activation

Slot in the Auditorium

Experience Zone



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Wi-fi plaza

Themed space for socializing, equipped to encourage an **interaction among visitors** and a break from the routine of meetings, with Internet access and the ability for visitors to charge their cell phones and electronic devices.

Details

- Themed scenographic space
- Furniture
- Electricity
- Columns for recharging cell phones and electronic equipment
- 4mb of Internet link



USD 25.995

Wi-fi café

Located at the center of the operator area, it is a space for high-impact promotion. Surrounded by companies operating in the outbound tourism market.

Details

- Area of 36 m² with themed scenography*
- Furniture
- Electricity
- Internet Wi-Fi
- Coffee service (limited to 1,500 servings over the 3 days of the event).

USD 25.995



*The project will be developed by the event organizers in keeping with the sponsor's suggestion.



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Brand activation

Perform exclusive activations of your brand

in the entrance foyer (white and green pavilion) or inside the event*.

Details

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

USD 5.200



*KvA and insurance must be contracted separately, depending on the type of activation.

Slot in the auditorium

Have a **private session** within the event 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);
- Promotion of the lecture in the official event schedule on the website. – if sent at least 15 days before the event;
- Inclusion of private meetings in the schedules displayed throughout the event – if requested;



*Number of participants not guaranteed. Be sure to promote the event on your own communication channels and with your public relations agency.

USD 1.495

Experience Zone

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



 [Click here and see more](#)

Prices



Quota

Exhibitor **USD 3,000**

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 a tailored value.





Premium sponsorships

- National
- International
- Technology
- Mobility
- Accommodation
- Diversity



Premium sponsorships



Now you can **sponsor one of the event's designated areas** and align your brand, communications, and products with **potential audiences** in the tourism industry at the leading event in Latin America.

**NATIONAL**

Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

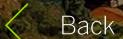
- Brand highlighted as **National Premium Sponsor**
- **45-minute slot** for presentation at the Trends Theater
- **Brand exposure** on the stage screen during the opening ceremony
- Priority Plus **Sponsor Package**

Branding:

- Logo applied on the **website homepage**
- Logo applied on the **event floor plan**
- Logo applied in the **footer of email marketing campaigns**
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- Non-exclusive **hanging banner** (3m x 2m) in the area as Official Sponsor

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601

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INTERNATIONAL



Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

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

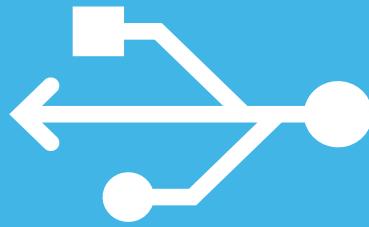
Branding:

- **Logo applied** on the website homepage
- **Logo applied** on the event floor plan
- **Logo applied** in the footer of email marketing campaigns
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- Non-exclusive **hanging banner** (3m x 2m) in the area as Official Sponsor

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601



TECHNOLOGY



Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

- Brand highlighted as **Technology Premium Sponsor**
- **45-minute slot** for presentation in the Technology and Innovation Theater
- **Brand exposure** on the stage screen during the opening ceremony
- Priority Plus **Sponsor Package**

Branding:

- **Logo applied** on the website homepage
- **Logo applied** on the event floor plan
- **Logo applied** in the footer of email marketing campaigns
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- Non-exclusive **hanging banner** (3m x 2m) in the area as Official Sponsor

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601



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MOBILITY



Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

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

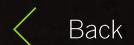
Branding:

- **Logo applied** on the website homepage
- **Logo applied** on the event floor plan
- **Logo applied** in the footer of email marketing campaigns
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- Non-exclusive **hanging banner** (3m x 2m) in the area as Official Sponsor

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601



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ACCOMMODATION



Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

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

Branding:

- **Logo applied** on the website homepage
- **Logo applied** on the event floor plan
- **Logo applied** in the footer of email marketing campaigns
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- Non-exclusive **hanging banner** (3m x 2m) in the area as Official Sponsor

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601



DIVERSITY



Your brand will be designated as a **“Premium Sponsor”** within the sponsored category in the items described below:

Benefits:

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

Branding:

- **Logo applied** on the website homepage
- **Logo applied** on the event floor plan
- **Logo applied** in the footer of email marketing campaigns
- **Content block*** in official WTM Latin America email marketing
- Exclusive **WTM Latin America press release*** sent to all event media outlets
- **Posts**** on the event's official social media channels
- **Logo insertion on the** Diversity Route **floor tile**

* Refers to one (1) insertion of the described material;

** Refers to two (2) insertions

USD 27.601

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