

WTM Latin America 2027

April 13-15

São Paulo, Brazil

Digital Sponsorship Opportunities



WTM Latin America's channels are platforms for brand strengthening and launchpads for **innovation, products, and technologies.**

Our Digital Sponsorship Opportunities are designed to meet **commercial goals** with the **quality of Latin America's leading travel industry event.**

The icons indicate which objectives each opportunity supports:



Lead Generation

Capture qualified, up-to-date leads from the travel industry that match your target profile.



Brand Awareness

Increase brand recognition with your audience by promoting your presence at the event.



Thought Leadership

Be recognized by your audience as an authority and expert across different areas.

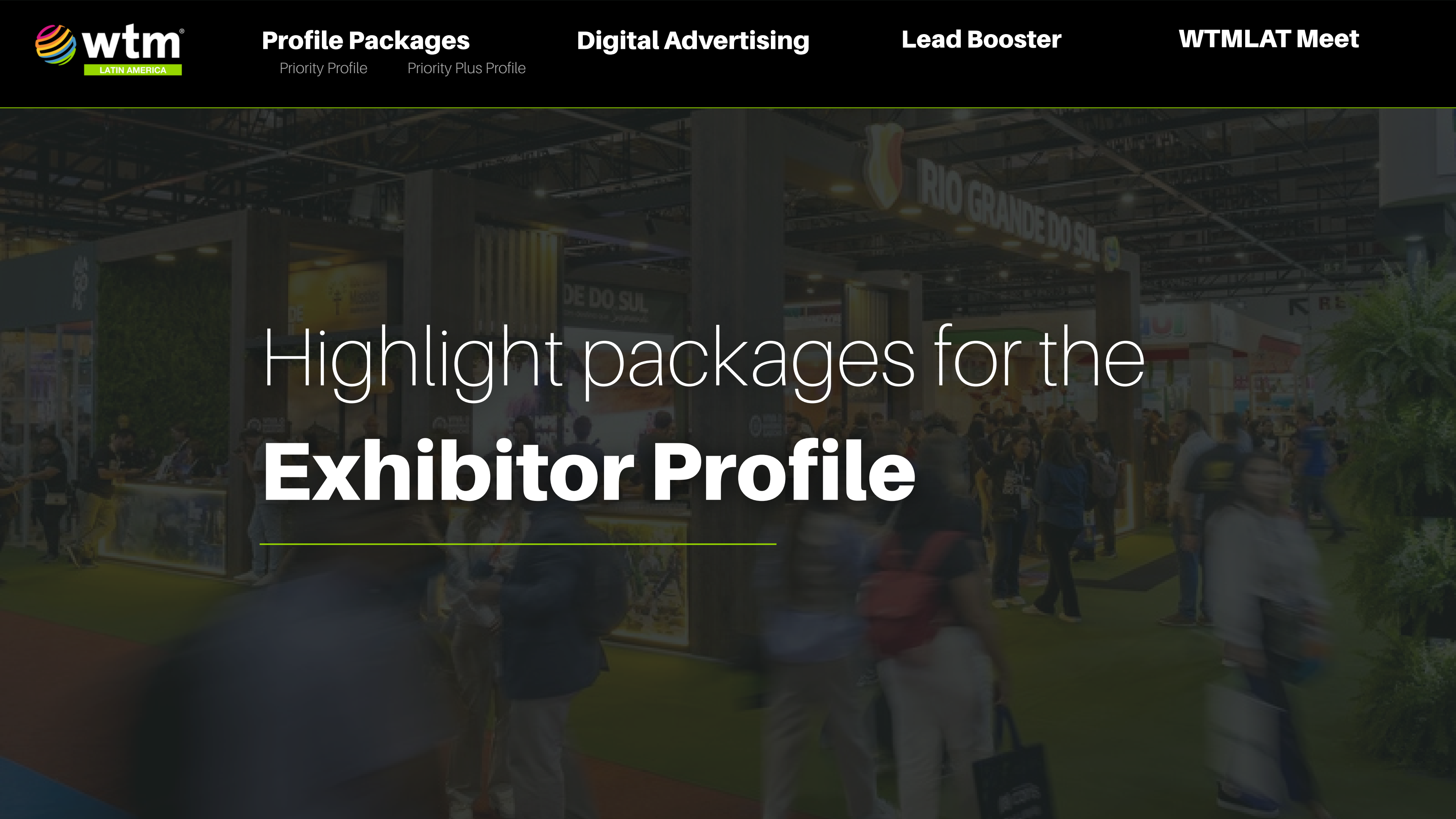


Participation Boost

Strengthen your presence at the event and increase business meeting opportunities, driving greater ROI.

Boost your digital presence * Boost your digital presence





Highlight packages for the **Exhibitor Profile**



Clients who have invested in these products received, on average, **88% more profile views** from event visitors.

Profile Packages

Priority Profile **US\$ 510**



On the website

Featured profile in the Catalogue listing



On WTMLAT Meet*

Featured profile in the Catalogue listing

US\$ 2,065

Priority Plus Profile

On the website



Featured profile in the Catalogue listing
Profile pinned to the top of the Catalogue (1 selected filter)
Homepage banner (Format: Carousel)

On WTMLAT Meet* 

Featured in the Catalogue listing
Randomized banner on the "Find Meetings" page
Dedicated social media post



*Profile visibility runs for the entire period WTMLAT Meet is live.

Priority Profile

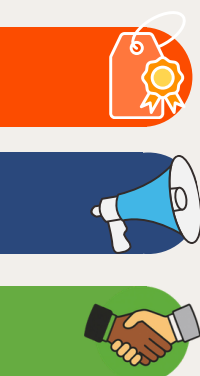
Featured profile in the Exhibitor Catalogue



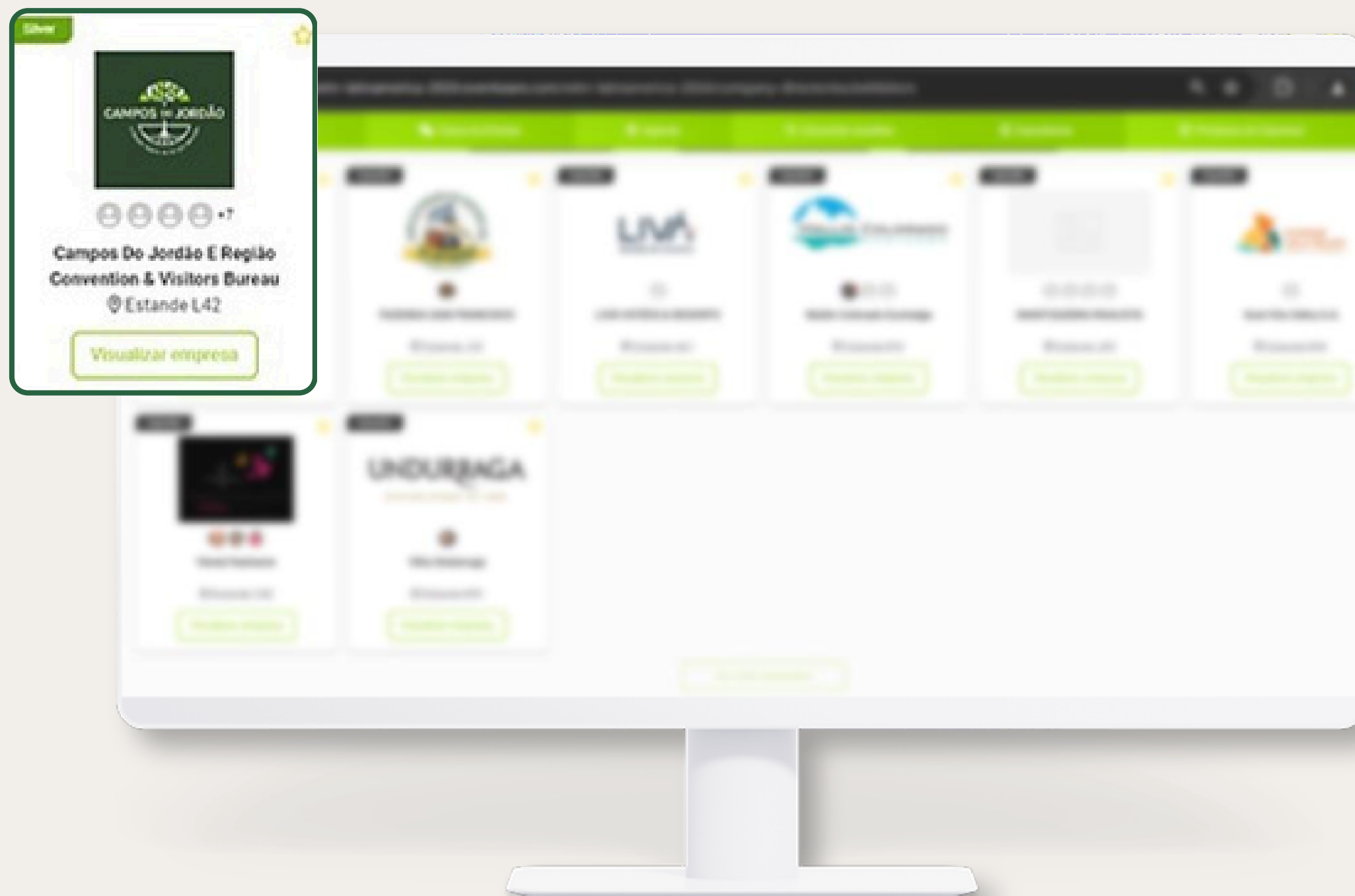
By fully completing your profile, you can receive up to **88% more views and increase lead generation.**

Drive conversions by showcasing your products

Fill in your information, such as company name and logo, location at the event, description of activities, contact details, brands, and the products that will be presented at the event.



Priority Profile

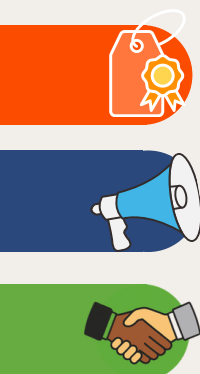
 Featured profile in the exhibitor listing on WTMLAT MeetYour brand featured on
WTMLAT Meet

Highlight your profile within the meeting scheduling platform* and be seen by all event visitors, buyers, and exhibitors!



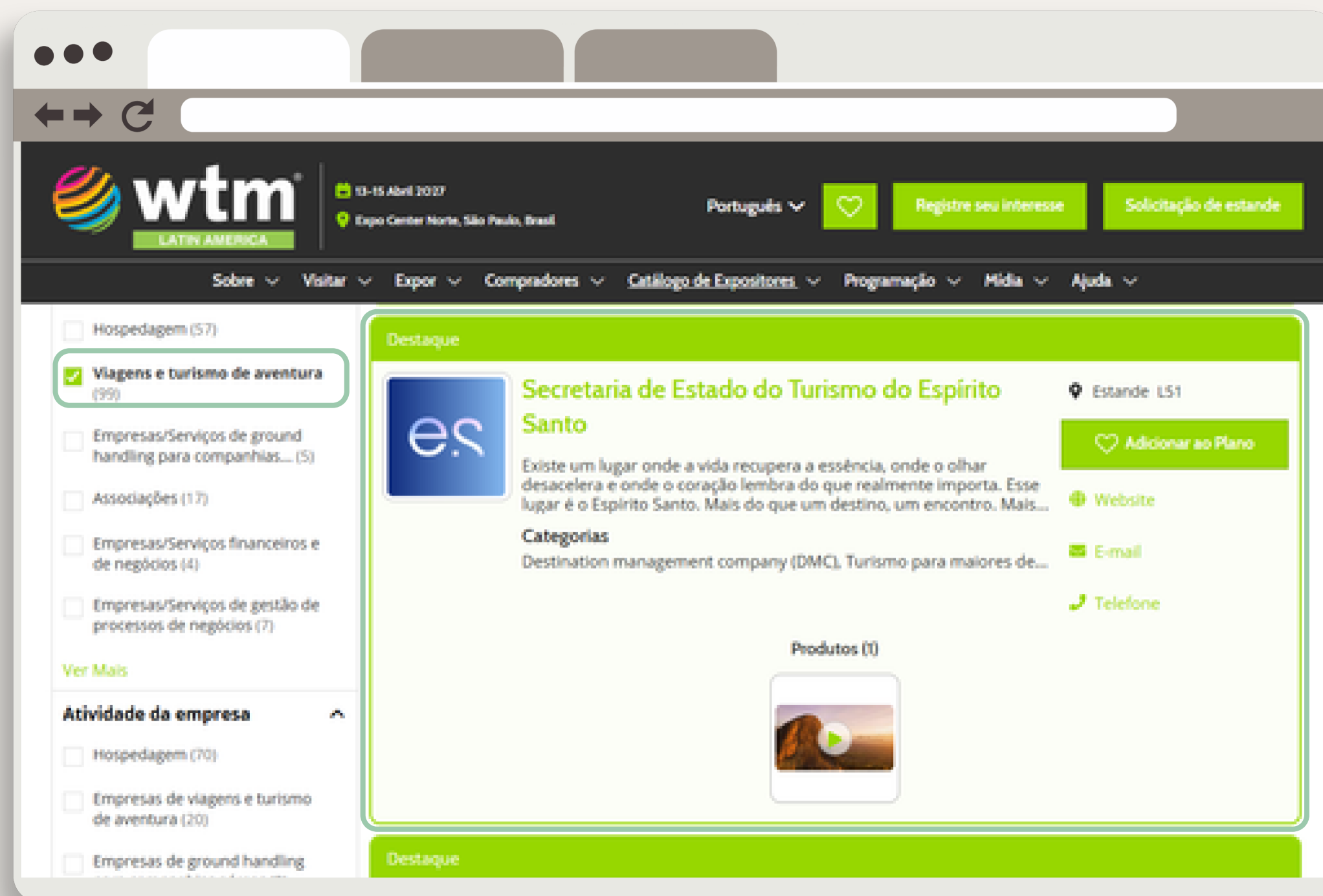
By fully completing your profile, you can receive up to **88% more views and increase lead generation.**

* Illustrative image. May be subject to changes on the Platform.



Priority Plus Profile

Featured profile in the Exhibitor Catalogue



Showcase your products and receive direct contact from visitors

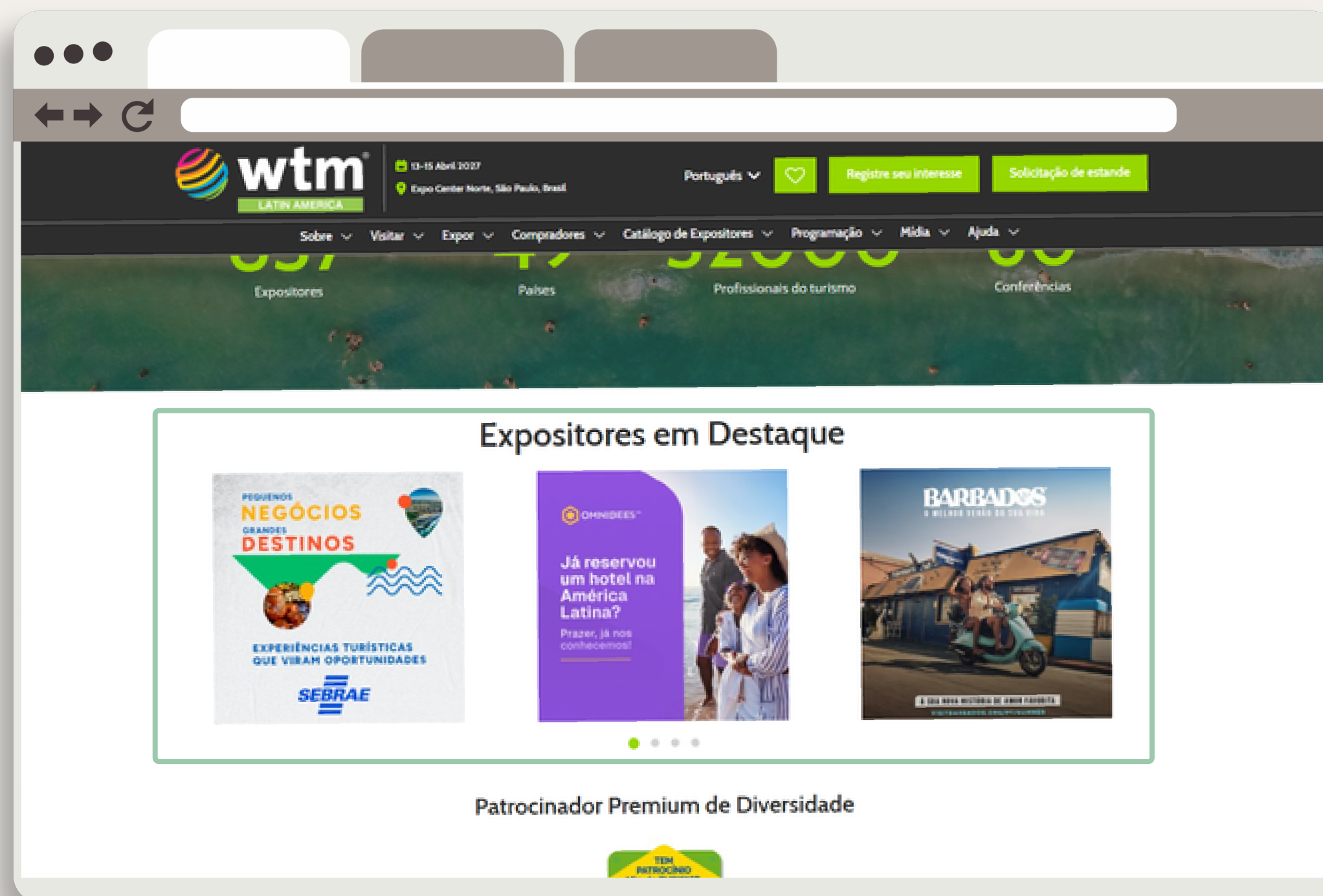
With the add-on that includes the same benefits as the Priority Profile.

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

This way, visitors and buyers searching specifically for these products will see your company profile more easily.

*Only one sponsor per category is allowed.

Priority Plus Profile

 Homepage Banner

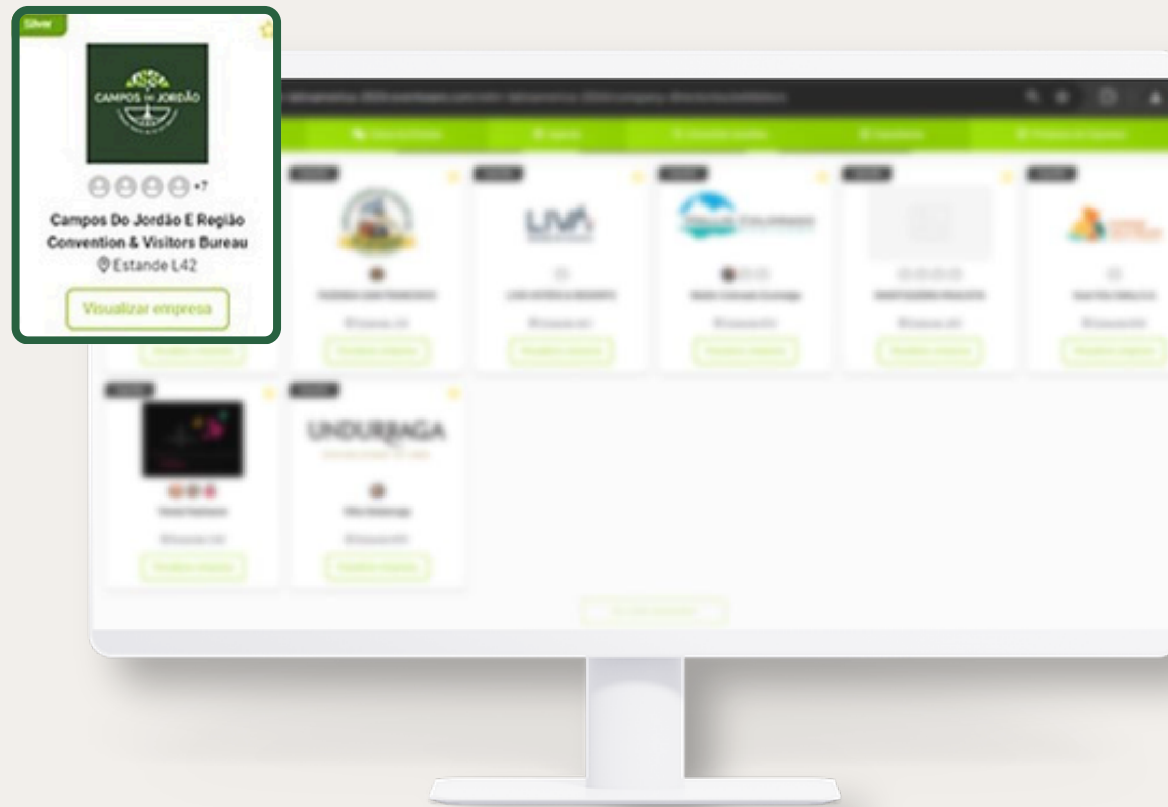
Your brand or products featured in the Homepage carousel

The most visited page on the WTM Latin America website, with your products or brand in the spotlight! Being on this page guarantees maximum visibility to everyone who accesses the event website.

Technical Details:**Size:** 300x300px**Format:** JPEG/PNG/GIF

Priority Plus Profile

Featured Spot on WTMLAT Meet



Your brand on WTMLAT Meet

Showcase your brand on WTM Latin America's meeting scheduling platform. Stand out from your competitors and stay visible to all buyers, visitors, and exhibitors at the event.



Premium Banner in "Find Meetings"

Within the meeting scheduling platform, you can also add a banner on the "Find Meetings" page, displayed in the category of your choice.

Technical Details:

Size: 300x300px
Format: JPEG/PNG/GIF



Priority Plus Profile

Showcase your brand on Social Media



Strengthen your event participation with exclusive content on our social media channels

Communicate your participation or promote your products and services through content on our social media channels before or during the event.

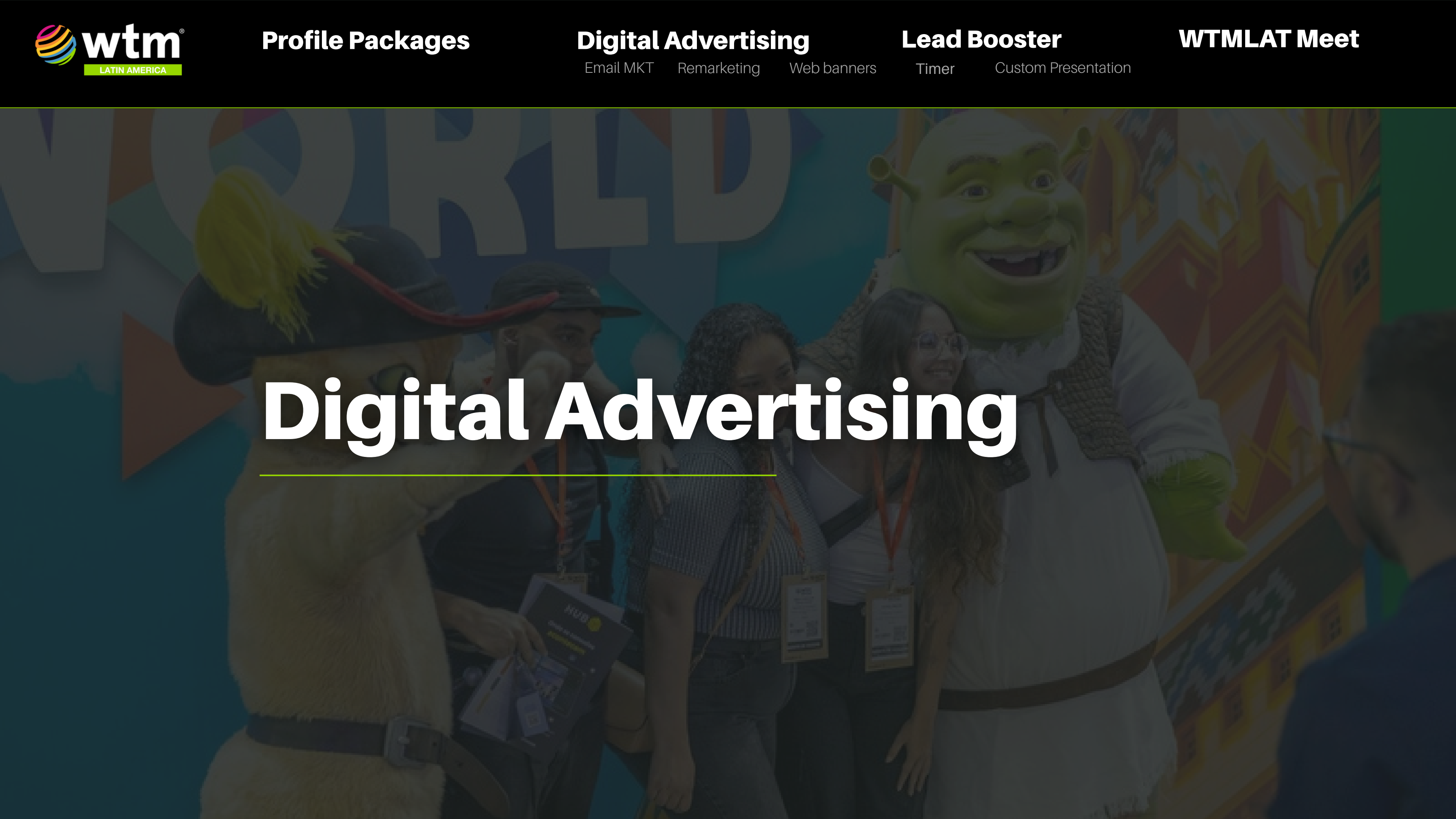
For more information about our results, see the **Media Kit** at the end of this presentation.

Technical Details:

Size: 4:5 (1080x1350)px
Format: JPEG/PNG/GIF for images, with text up to 300 words.



Digital Advertising



Digital Advertising

✉ Communicate your presence via Email Marketing US\$ 1,380



Place a sponsored **content block*** in a WTM Latin America email marketing campaign and have your message delivered to our entire contact base, including travel professionals from segments such as: **travel agencies, accommodations, tour operators, airlines, and others.**



Technical Details:

Size: 4:5 (1080x1350)px

Format: JPEG/PNG/GIF, external link, and text up to 50 words.

The content block consists of title, description, and image. You can use this space and information for branding your company or a specific product you'll bring to the event.

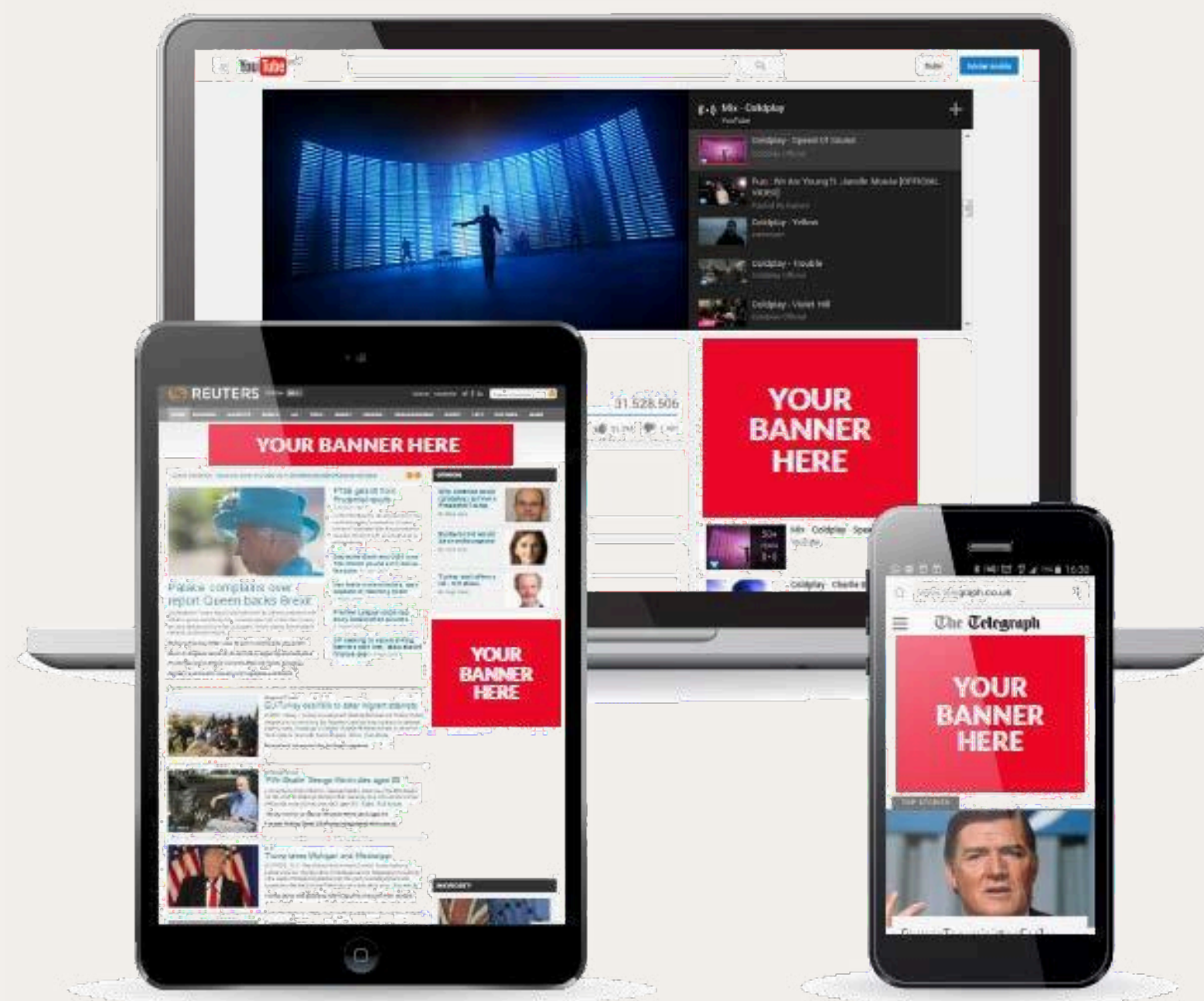
*Content must be provided by the exhibitor.



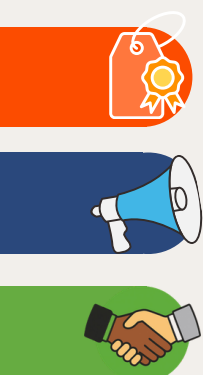
Digital Advertising

Remarketing: even greater visibility for your brand

This product places your ad on **popular websites and social media** platforms visited by **users who are interested** in companies like yours.



Volume de Exibições	Investimento
30 mil exibições	US\$ 4,065
50 mil exibições	US\$ 6,200
100 mil exibições	US\$ 9,920



Digital Advertising

🌐 Web banners: visibility on the WTM Latin America website!



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

A	Billiboard*	970x250px
B	Super Leader Board1**	970x90px
C	Medium retangle**	300x250px
D	Leaderboard*	*728x90px

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

Below, see the investment for each placement category across different pages of the WTM Latin America website.

Digital Advertising

Web banners: **Homepage**



Investment for web banner placement on the WTM Latin America **homepage**.

	Categoria	Investimento
A	Billiboard Super	US\$ 2,685
B	Super Leader Board	US\$ 2.065
C	Medium retangle	US\$ 1.310
D	Leaderboard	US\$ 2.065



Digital Advertising

Web banners: Visit

Investment for web banner placement on the "Visit" page of the WTM Latin America website.

	Categoria	Investimento
B	Super Leader Board	US\$ 1,655
C	Medium rectangle	US\$ 1,310
D	Leaderboard	US\$ 1,310



Digital Advertising

Web banners: **Exhibitor Catalogue**

Investment for web banner placement in the "**Exhibitor Catalogue**" on the WTM Latin America website.

	Categoria	Investimento
B	Super Leader Board	US\$ 5,275
C	Medium rectangle	US\$ 4,060



Digital Advertising

🌐 Timer: connect with visitors as we count down to the event! US\$ 2,065

Showcase your brand to the **high volume of visitors** accessing the WTM Latin America website during the pre-event period.

A unique opportunity* to connect with the industry, position your brand, and **capture potential leads**.

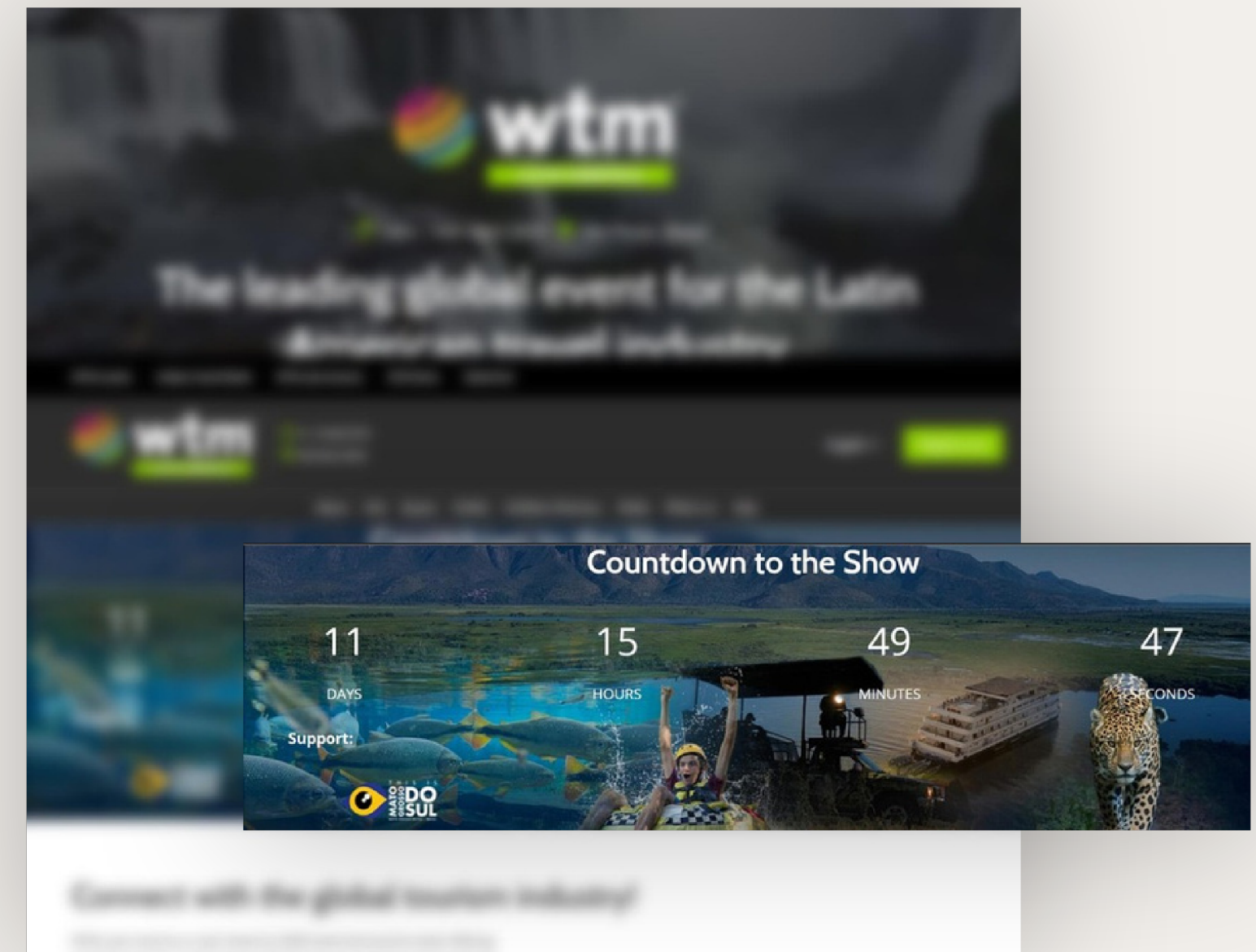
The countdown clock features **your visual identity** and is displayed on the homepage.

Technical Details:

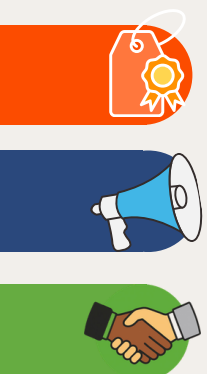
Size: 1920x937px

Format: JPEG or PNG, no text.

In March 2025, the WTM Latin America homepage was visited more than 212,000 times.



*Only 1 slot available for this opportunity.



Digital Advertising

Custom Presentation

Price per project

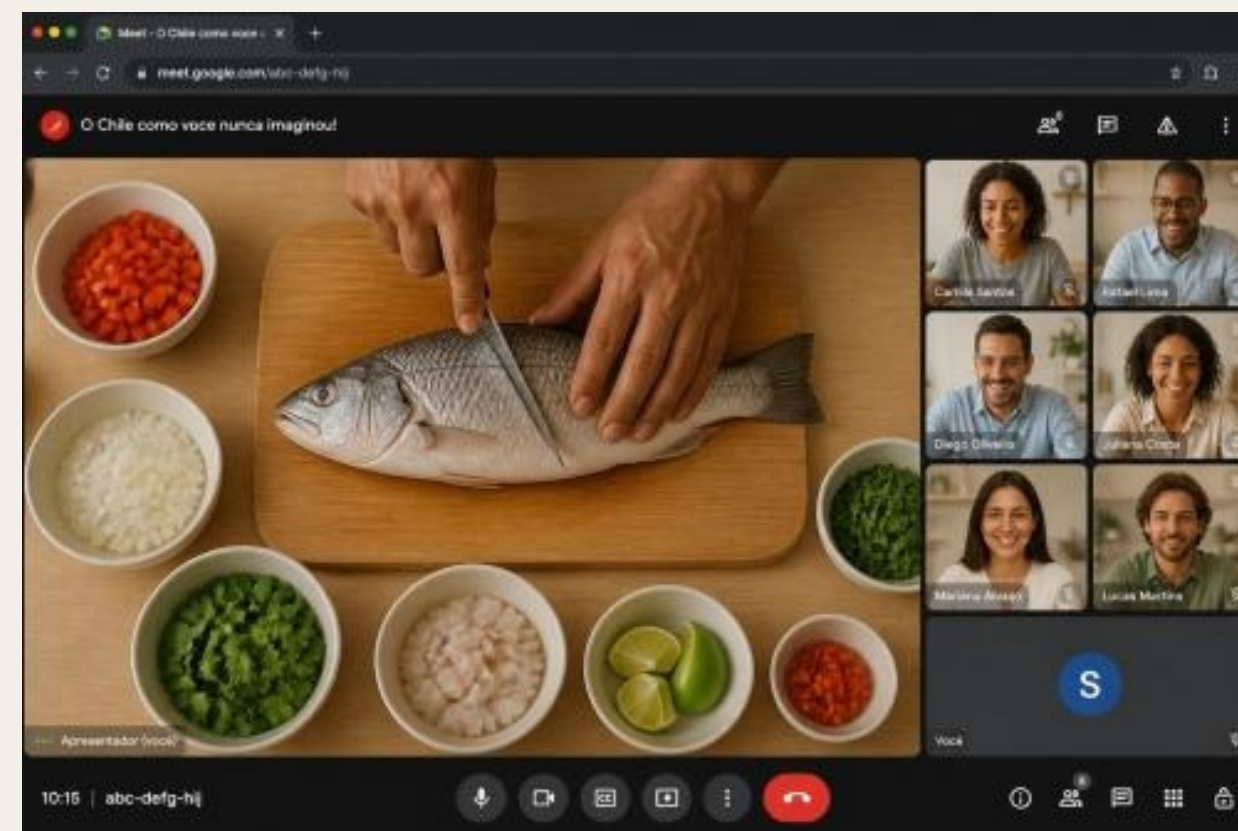
Price may vary according to the details of the training session



Virtual Presentation

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

 **Looking for other experience options?**
Contact our team to explore additional possibilities.



With experience

Virtual Presentation

In addition to presenting your product/destination, the live experience drives greater engagement from travel agents.

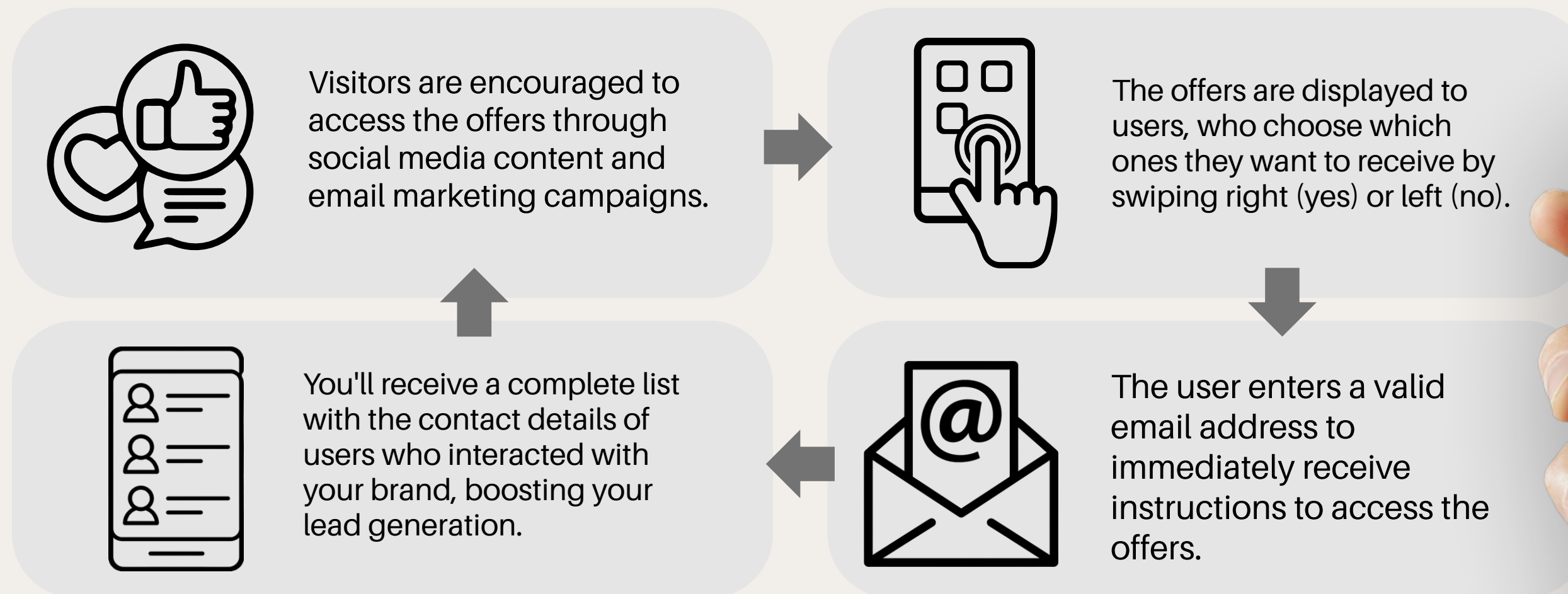
Example: along with the presentation, the 50 travel agents will receive — directly at their homes — ingredients for a culinary experience related to your destination.

Lead Booster

🛒 Lead Booster: present your offers visually and interactively to visitors!

US\$ 2,065

Lead Booster works in **4 simple steps**:



Lead Booster

Here are some examples of offers and benefits* previously published:

*Offers and benefits delivered during
WTM Latin America 2024



Type of offer

**Curated industry-specific
content**

Benefit

**Lead generation and
brand exposure**



Type of offer

**Prize draws and product
giveaways**

Benefit

**Lead generation and
promotion of your participation**



Type of offer

**Discounts and product
demonstrations**

Benefit

**Lead generation and
brand exposure**



Type of offer

**Offer/Prize in exchange for
visitor interaction**

Benefit

**Lead generation and
brand exposure**



Lead Booster: Main Sponsorship

US\$ 13,775

Here, your brand will be seen by everyone who accesses Lead Booster when opening the app!

In addition to the registration benefits with Lead Booster, you can add *co-branding* or "*offered by...*" mentions wherever the application is promoted, such as:



Website



Email
Marketing



Social
Media



Brand exposure on
WTMLAT Meet

WTMLAT Meet: Main Sponsorship

Get noticed and ensure that travel professionals can easily view your profile and schedule meetings with members of your team.

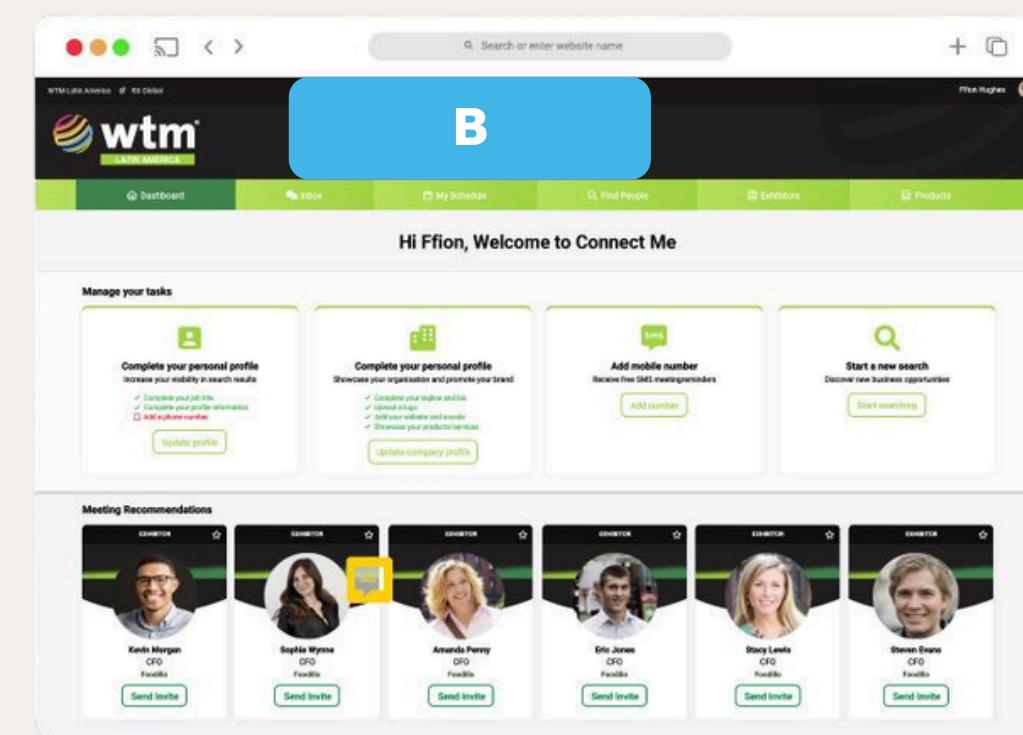
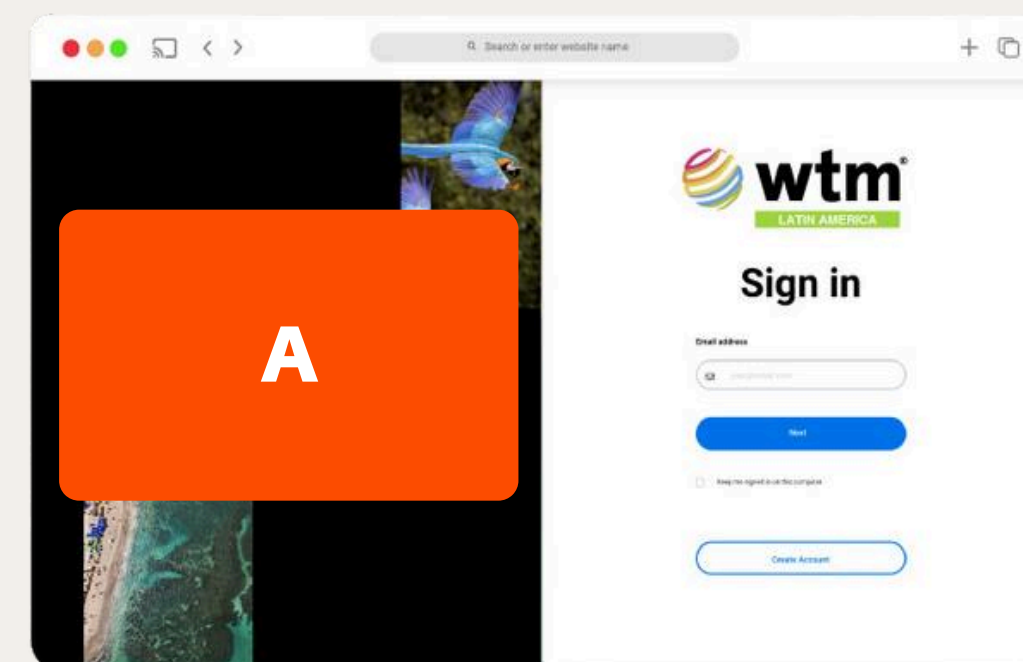
This sponsorship includes:

- Logo and a banner on the **login page** of WTMLAT Meet (A)
- Logo **on every page** of WTMLAT Meet (B)
- **Featured profile** in the WTMLAT Meet catalogue
- **Two exclusive Main Sponsor posts** on WTM Latin America's social media channels

Technical Details:

Size: 640x800px (A) and 900x300px (B)
Format: JPEG (A) PNG (transparent image) (B)

US\$ 13,775



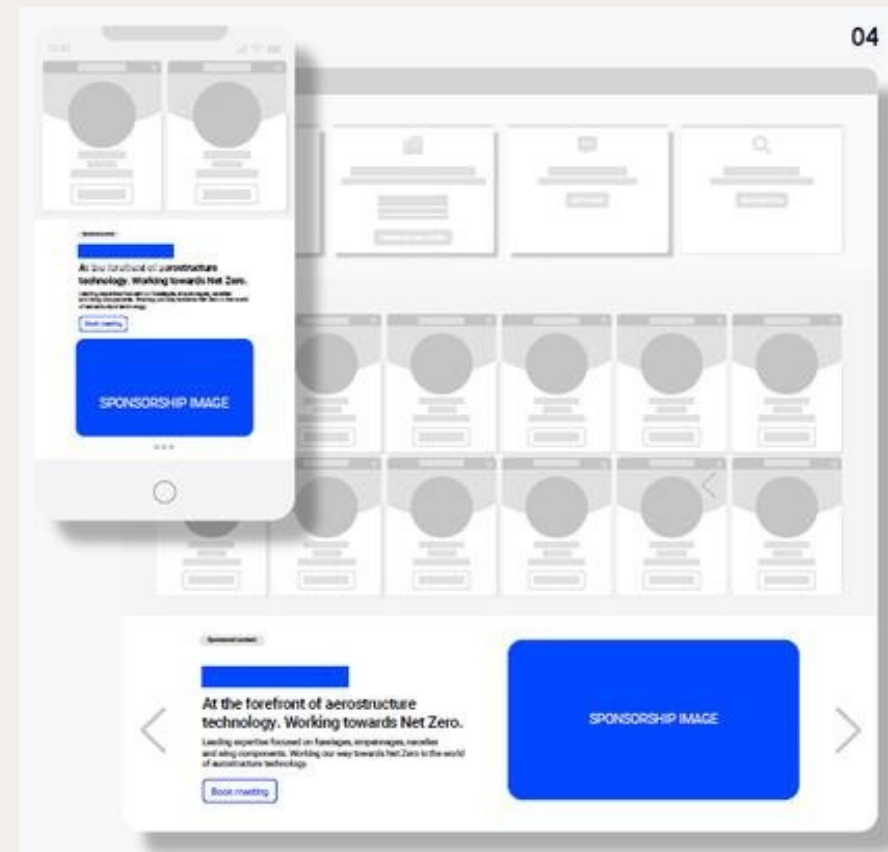
WTMLAT Meet: Banner and Logo

Showcase your brand to all buyers and WTMLAT Meet users throughout the three days of the event with the following options:

(A)

Banner placement in the carousel on the platform's main page.
(Max. 5 banners)

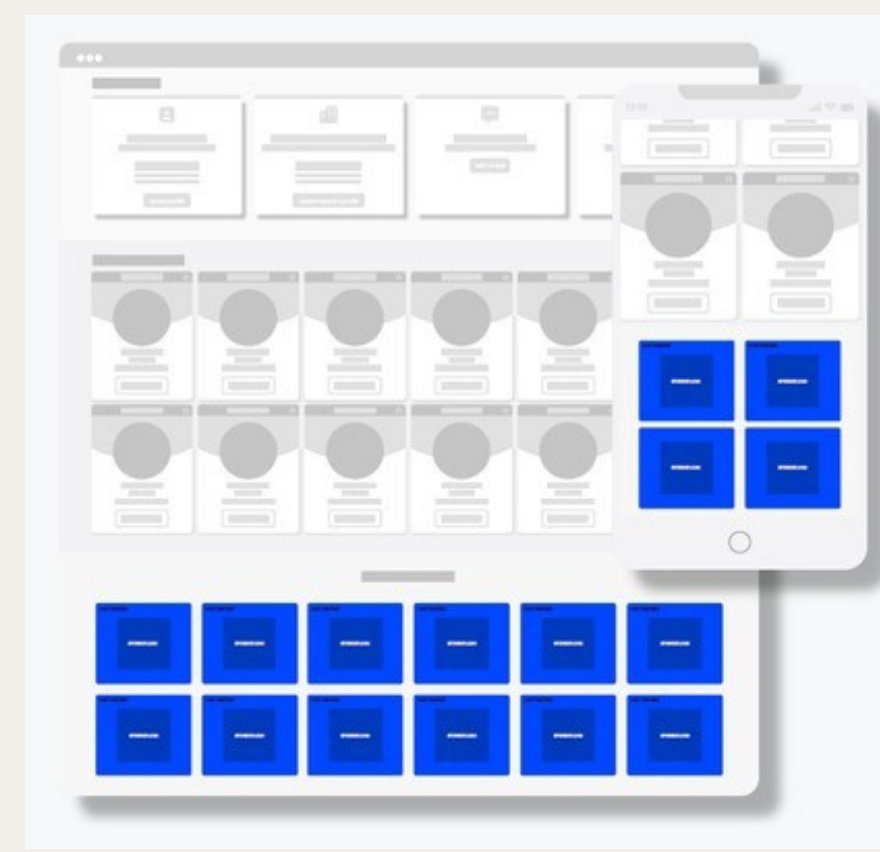
US\$ 2,065



(B)

Sponsor logo in the footer of the platform's main page.
(Max. 14 positions)

US\$ 550



Technical Details:

Size: 700x352px (A)

Format: JPEG or PNG



WTM Latin America

Media Kit

Connect your brand to the world!

The 3rd largest digital community in WTM Latin America's event portfolio can be a key piece in your communication and marketing strategy for the event. Here are some results from the 2026 edition:

wtm.com/latin-america



+128,000

Website Sessions



+40,000

Website Views



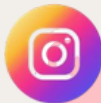
+92,000

Active Users on Site



72%

Website Engagement Rate



35.200

Followers



15.078

Engagements



272.911

Reach



5,52%

Engagement Rate



30.416

Followers



854.020

Views



1.750

Engagements



96.617

Reach



1,81%

Engagement Rate



6.117

Followers



3.250

Views



834

Engagements



28.510

Impressions



2,93%

Engagement Rate



LATIN AMERICA



wtm.com/latin-america/pt-br