



LATIN AMERICA

São Paulo, 14 - 16 April 2025

# Where tech meets touch.

Bridging Connections.

OPPORTUNITIES FOR

# DIGITAL VISIBILITY

Built by



In the business of  
building businesses

## Digital presence at WTM Latin America

Our online channels are launch pads for product and technology innovation, offering high-level content and valuable insights for travel professionals.

### We have the right solution for you.

Each digital sponsorship opportunity is designed to meet your business objectives. Look for the symbols that indicate the opportunities aligned with your objectives.



#### Lead Generation

Receive leads from travel professionals.



#### Brand Recognition

Promote your brand and products in the industry to increase awareness and engagement among travel professionals.



#### Opinion Leader

Be recognized by your target audience as an authority and expert in your field and stay ahead of the competition.



#### Promote your presence at the event

Emphasize to decision-makers that you will be present at WTM Latin America. This increases the likelihood of meetings and high traffic to your stand and digital profile.



# **Standout packages for the Exhibitor Profile**

# Profile Highlight Packages

**SILVER****USD 446****On the website:**

- Profile highlighted in the Exhibitor Catalog
- Banner on the "What's on" page

**On the meeting scheduling platform\*:**

- Highlighted in the exhibitor catalog listing

**GOLD****USD 1,805****On the website:**

- Profile highlighted in the Exhibitor Catalog
- Profile fixed at the top of the Exhibitor Catalog *(1 filter selected)*
- Banner on the homepage (Carousel)

**On the meeting scheduling platform\*:**

- Highlighted in exhibitor catalog listing
- Random banner on the "Find Meetings" page
- Exclusive post on social networks

**Clients who invest in this product receive, on average, 88% more views of their profile from participants before the event.**

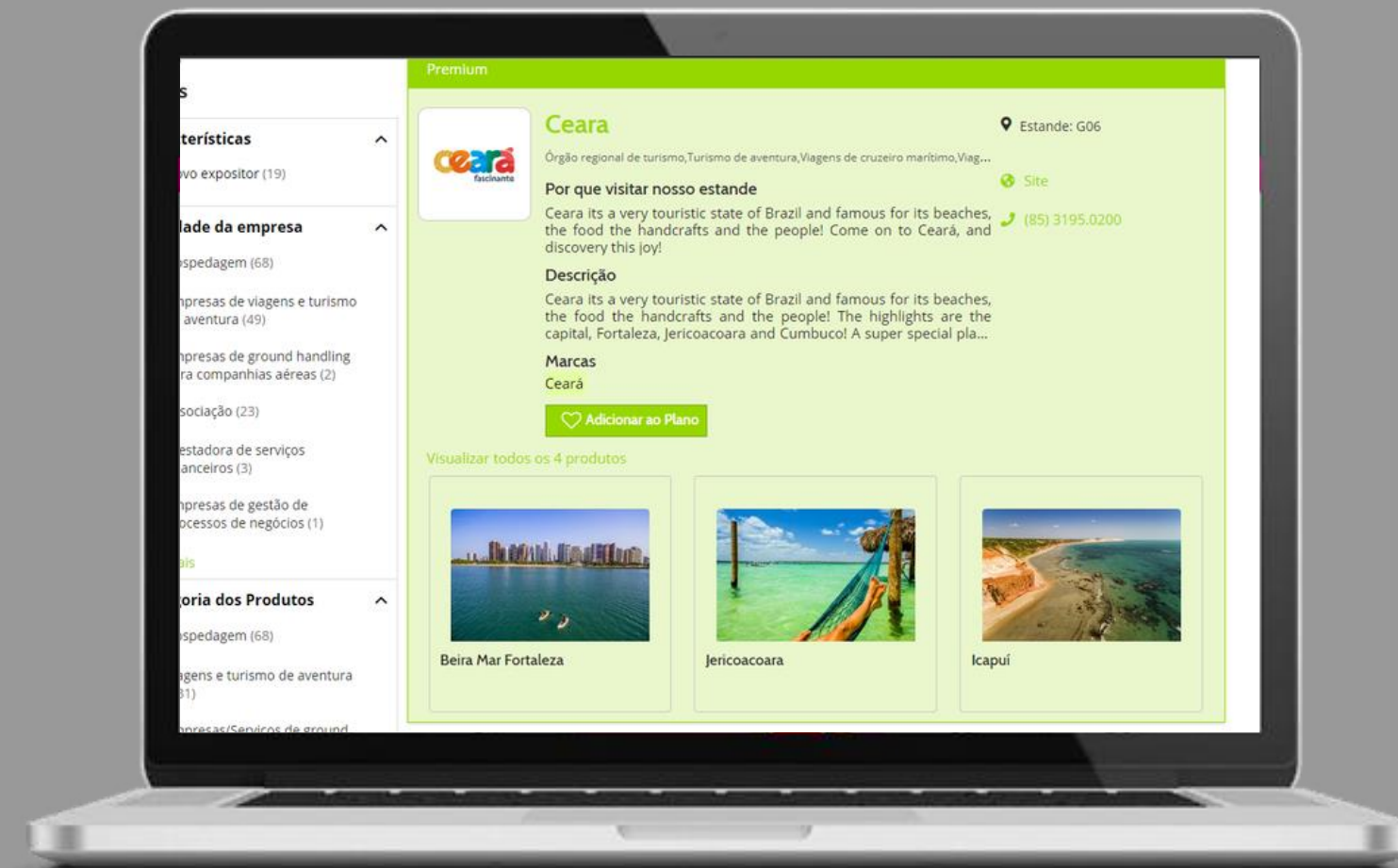
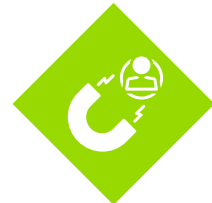
\*Profile exposure will appear during the entire period that the meeting scheduling platform is open.

# Silver Package

Highlight (website)

Banner (website)

Scheduling Platform



## Featured Profile in the Exhibitors' Catalog

You can present your products, and visitors can contact you directly.

Your profile includes:

- Company logo
- Description
- Brands / products
- Reasons to visit your profile
- Website, e-mail and phone number

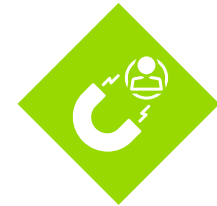
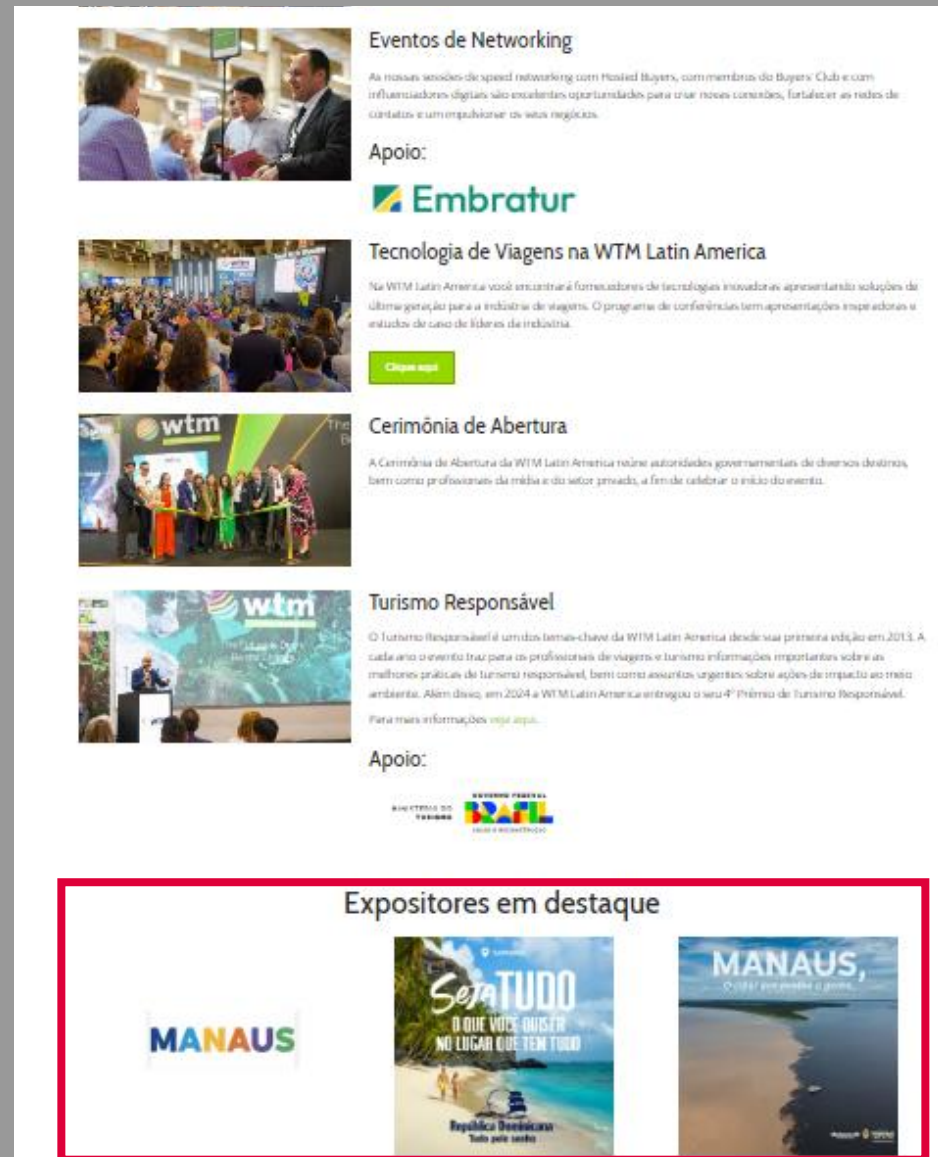
This results in an **88% increase in profile views**. The more views you get, the more likely you are to receive a new lead.

# Silver Package


Highlight (website)

Banner (website)

Scheduling Platform

**Eventos de Networking**  
As nossas sessões de speed networking com Hosted Buyers, com membros do Buyers' Club e com influenciadores digitais são excelentes oportunidades para criar novos contatos, fortalecer as redes de contactos e um compromisso os seus negócios.

Apoio:  


**Tecnologia de Viagens na WTM Latin America**  
Na WTM Latin America você encontrará fornecedores de tecnologias inovadoras apresentando soluções de última geração para a indústria de viagens. O programa de conferências tem apresentações impulsionadas e estudos de caso de líderes de indústria.



[Clique aqui](#)

**Cerimónia de Abertura**  
A Cerimónia de Abertura da WTM Latin America reúne autoridades governamentais de diversos destinos, bem como profissionais da mídia e do setor privado, a fim de celebrar o início do evento.

**Turismo Responsável**  
O Turismo Responsável é um dos temas-chave da WTM Latin America desde sua primeira edição em 2013. A cada ano o evento traz para os profissionais de viagens e turismo informações importantes sobre as melhores práticas de turismo responsável, bem como assuntos urgentes sobre ações de impacto ao meio ambiente. Além disso, em 2024 a WTM Latin America entregou o seu 4º Prêmio de Turismo Responsável. Para mais informações [veja aqui](#).

Apoio:  


**Expositores em destaque**

## Banner on the "What's on" Page

Your brand will be seen on the WTM Latin America "What's on" page by thousands of visitors.

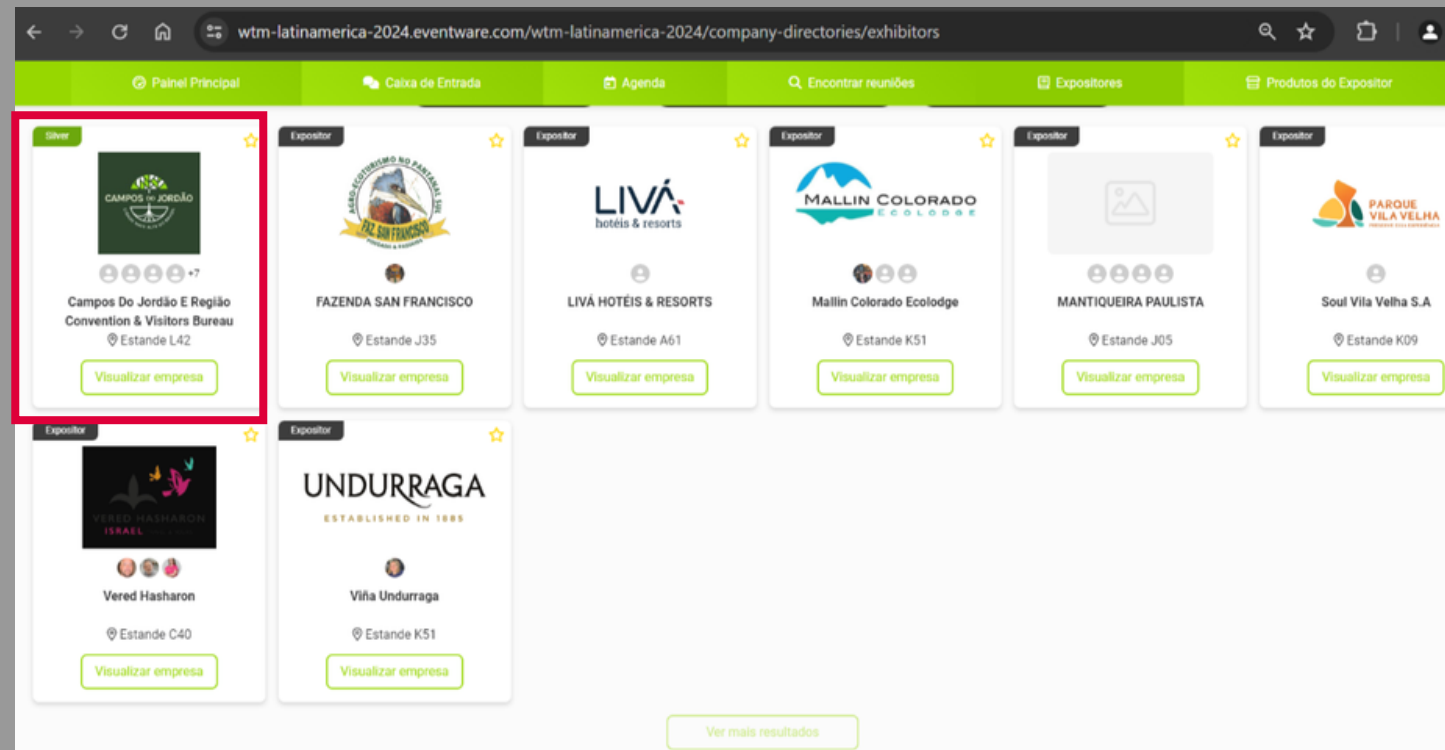
Travel professionals from all over the world will visit the site several times before the event, so a banner opens the door for you to showcase your brand and be remembered by people interested in products like yours.

# Silver Package

Highlight (website)

Banner (website)

Scheduling Platform



## Stand out in the catalog listing

Stand out from your competitors with a prominent label\* on your company card or a prominent ribbon on your contact card(s).

\*Note that this is only an illustrative image and may appear differently on the platform.



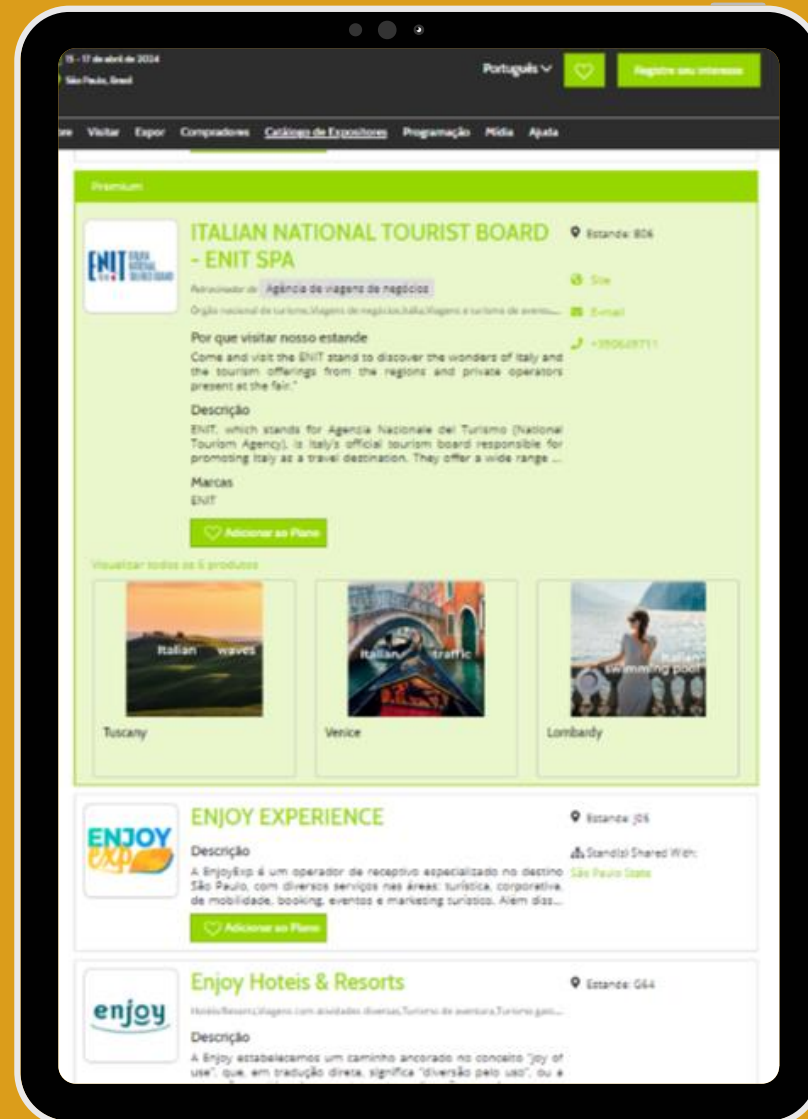
# Gold Package

Highlight on the website

Banner on the website

Scheduling Platform

Social Media



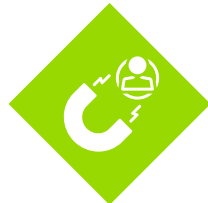
## Featured profile in the Exhibitors Catalog.

You can present your products and visitors can contact you directly.

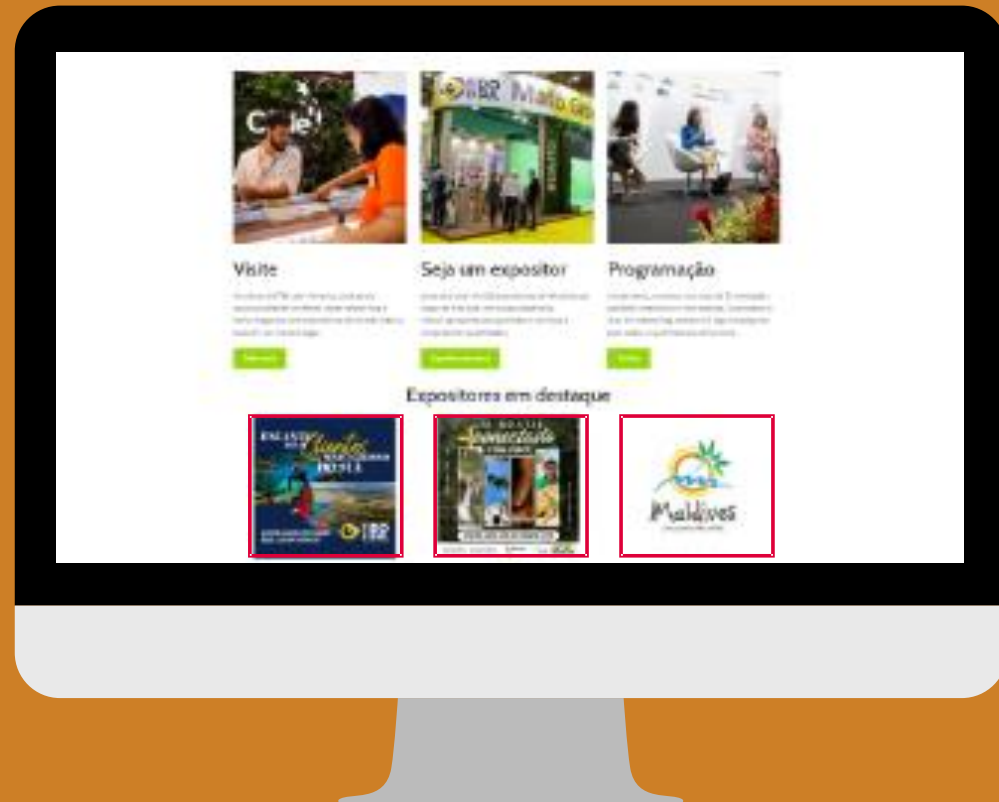
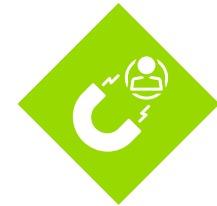
The profile data includes the same as the Silver Package.

Your profile\* will be pinned to the top of the page of the category or filter of your choice. This ensures that visitors and buyers who are specifically looking for these products will see your company profile.

\*Only one sponsor is allowed per category.





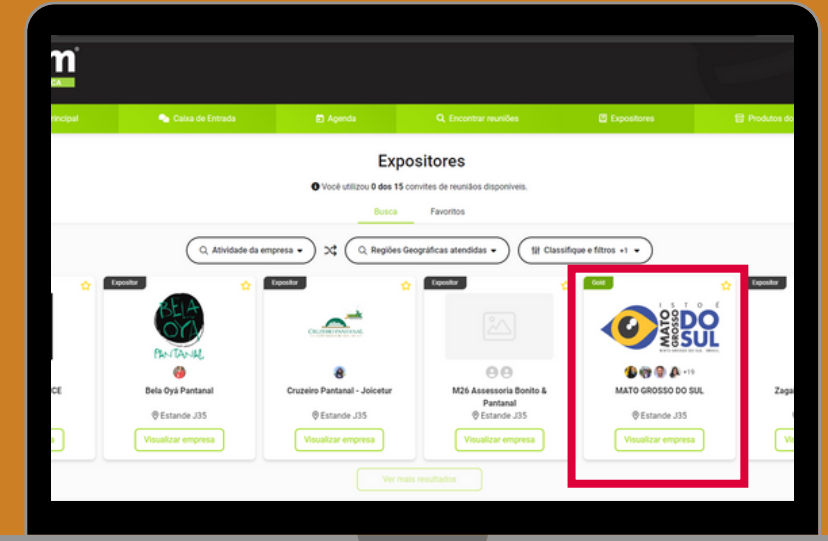
 **Gold Package****Highlight on the website****Banner (website)****Scheduling Platform****Social Media****Homepage banner**

Your products or company information in the Carousel on the homepage.

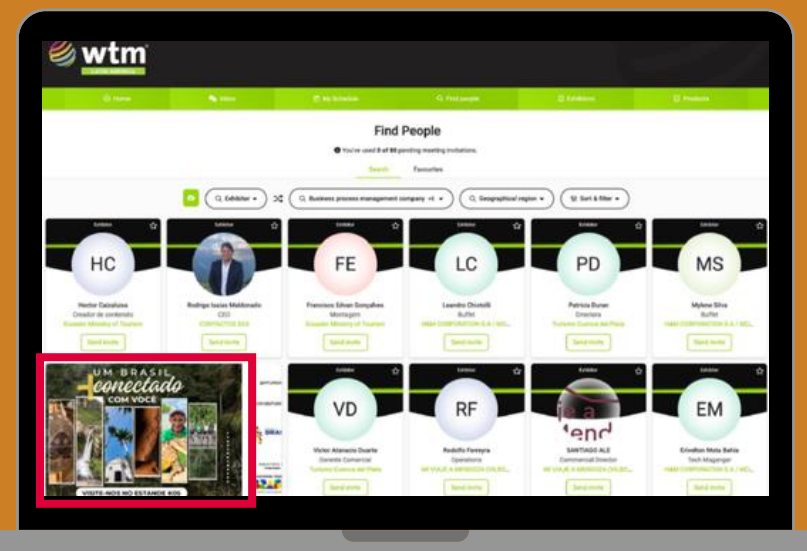
This allows you to promote your product or message on the most visited page of the event website, which guarantees that it will be seen by as many people as possible.

# Gold Package

## Highlight on the website



## Banner (website)



## Scheduling Platform

## Social Media

### Stand out in the catalog listing

Stand out from your competitors with a prominent label\* on your company card or a prominent ribbon on your contact card(s).

### Premium banner on "Find Meetings" pages

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

\*Note that this is only an illustrative image and may appear differently on the platform.



# Gold Package

Highlight on the website

Banner (website)

Scheduling Platform

Social Media



WTM Latin America (BR - Português, AO - Português, PT ... - Português, ...)  
Publicado por Instagram · 19 de março ·

Surpreenda seus clientes com o Mato Grosso do Sul e venda os melhores destinos de ecoturismo do mundo, tendo em destaque em seu catálogo de produtos.

Visite nosso estande na rua J35 e converse com nossos empresários.

Não perca o cooking show que ocorrerá todos os dias, sempre às 15 horas no nosso estande.

[Visit MS - Pantanal Bonito - Mato Grosso do Sul](#)  
[#istoématogrossodosul](#)



The image shows two promotional banners for Mato Grosso do Sul ecotourism. The left banner features a landscape with a river and a jaguar, with the text 'ENCANTE SEUS Clientes COM MATO GROSSO DO SUL' and 'VISITE NOSSO ESTANDE CONVERSE COM O TRADE SUL-MATO-GROSSENSE'. The right banner features a couple taking a selfie, with the text 'PROPORCIONE EXPERIÊNCIAS ÚNICAS EM Bonito/Serra da Bonito e no Pantanal' and 'TE ESPERAMOS EM NOSSO ESTANDE NA WTM SP'. Both banners include the Mato Grosso do Sul logo.

## Exclusive post on social media

Your brand will be announced in a special post on stories at your stand during the event.

- Facebook: 30,000 followers
- LinkedIn: 4,692 followers
- Instagram: 21,000 followers

Content and image chosen by the exhibitor.



# Digital Advertising

# Sponsored content in email from WTM Latin America

USD 1,204



Promote your brand and presence at the event in a WTM Latin America email to the event's entire contact base. The event's contact base includes travel professionals from the following segments: travel agencies, accommodation providers, operators, airlines, etc.



## Includes:

Title, description, 275x170 image and external link, as well as your logo at the top.



Vem com a gente e Explore Novos Horizontes!

Faça parte da construção da nova indústria do turismo!  
WTM Latin America acontecerá novamente Expo Center Norte, de 15 a 17 de abril em São Paulo com a missão de reunir o setor de viagens e turismo em 3 dias repletos de inovação, diversidade, sustentabilidade e inspiração.

Quero participar!

Confira algumas das atrações do evento deste ano

**Conferências e Palestras**  
Os conteúdos da WTM Latin America são conhecidos por serem de altíssima qualidade, e estarão divididos em 3 teatros: **Transformation, Trends e Technology**. E sabe o melhor? O conteúdo é gratuito.

**Premiações**  
Temos o orgulho de comemorar a entrega do 4º Prêmio de Turismo Responsável. E além dele, também contaremos com o Prêmio de Afroturismo by Guia Negro acontecendo pela primeira vez durante a WTM Latin America.

**ROTA DA DIVERSIDADE**  
A fim de potencializar, inspirar e reconhecer as melhores iniciativas em diversidade, neste ano, você poderá encontrar na Rota da Diversidade, expositores que apresentam soluções para os pilares de Afroturismo, Turismo LGBTQIAP+ e Turismo 60+.

Inscrição gratuita é comigo mesmo

**Todo dia é verão em Barbados**  
Barbados é um paraíso luxuoso com algo para todos os tipos de viajantes desfrutarem. Durante todo o ano, de janeiro a dezembro, a ilha te proporciona aquela sensação maravilhosa de verão.

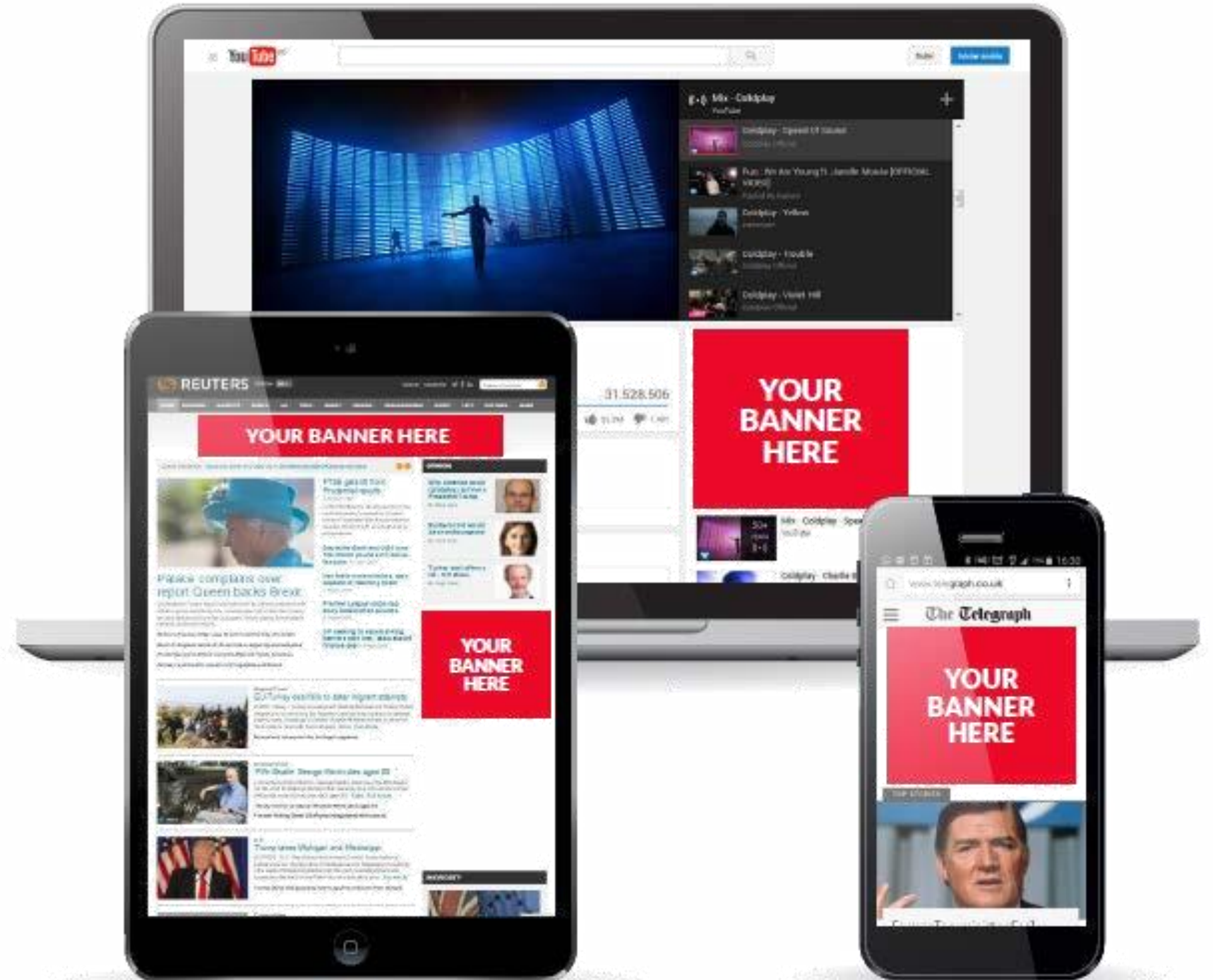
Saiba mais

# Remarketing

Our Remarketing campaign places your ad on popular websites and social media channels visited by people interested in products like yours.

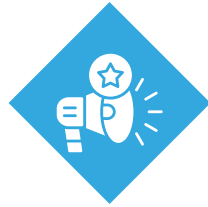
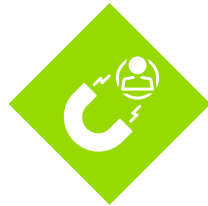


Number of ad views	Investment
30,000 views	USD 3,547
50,000 views	USD 5,411
100,000 views	USD 8,658



# Banners on the website

Gain high visibility, generate leads before the event and have a link to your website on the banners so that buyers can see your company before the event.



A	B	C	D
<b>Billboard*</b>	<b>Super leader board1**</b>	<b>Medium rectangle**</b>	<b>Leaderboard*</b>
970 x 250 px	970 x 90 px	300 x 250 px	* 728 x 90 px

	Homepage	Investment
<b>A</b>	Billboard Super	USD 2,345
<b>B</b>	Super leader board	USD 1,805
<b>C</b>	Medium rectangle	USD 1,143
<b>D</b>	Leaderboard	USD 1,805

	"Visit" page	Investment
<b>B</b>	Super leader board	USD 1,144
<b>C</b>	Medium rectangle	USD 1,143
<b>D</b>	Leaderboard	USD 1,143

	"What's on" page	Investment
<b>B</b>	Super leader board	USD 903
<b>C</b>	Medium rectangle	USD 603
<b>D</b>	Leaderboard	USD 603

	Catálogo de Expositores	Investment
<b>B</b>	Super leader board	USD 2,345
<b>D</b>	Leaderboard	USD 1,805

\*The board will only be visible for 7 days.  
 \*\*Other banners will be interspersed (with up to 31 from the moment of purchase until the event).



# Timer

USD 1,805

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

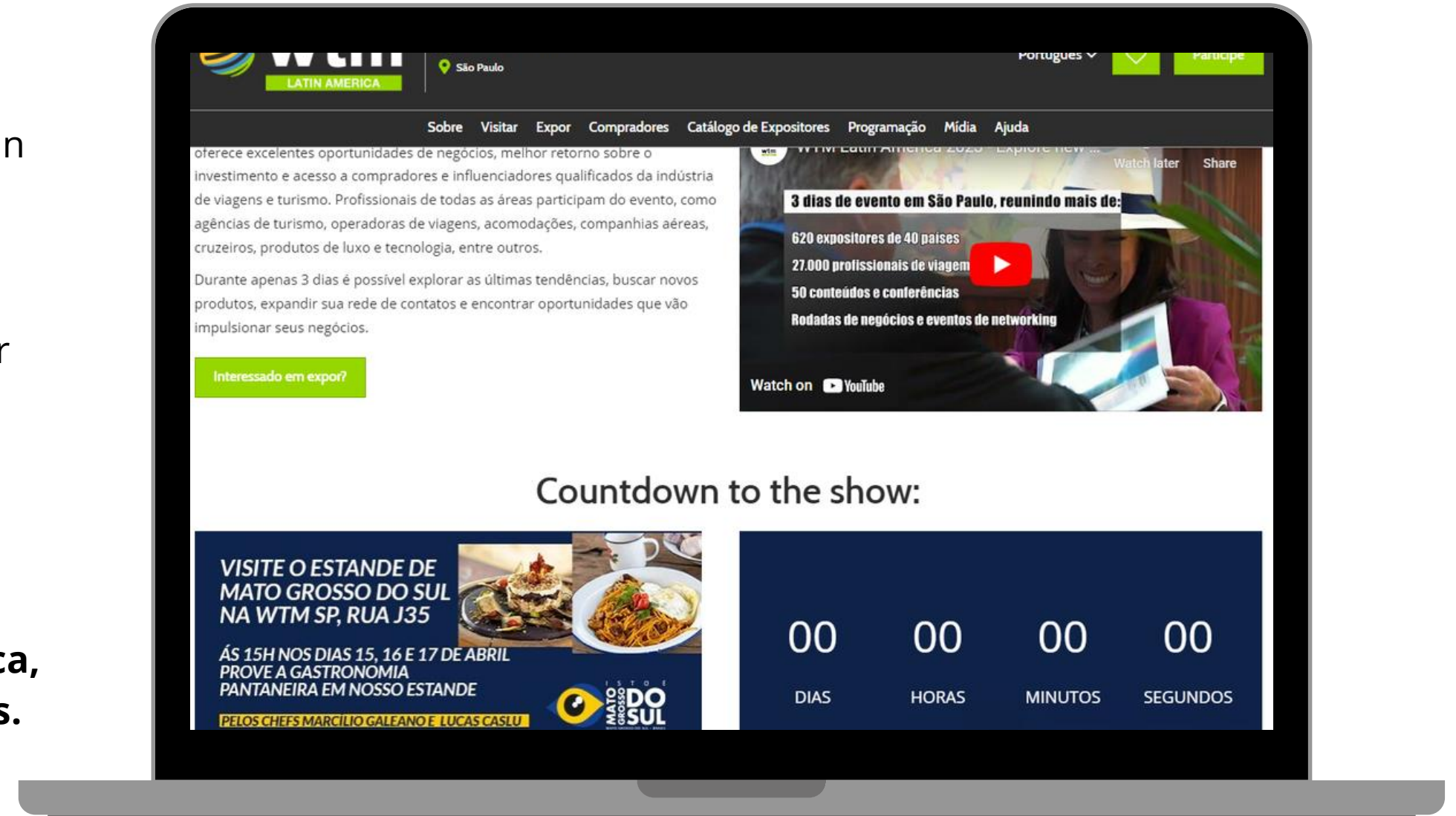


The countdown clock will be placed on the homepage, and your logo will be inserted into it.



There are 2 sizes available, and it appears perfectly on both computers and mobile devices.

**In the month prior to the 2024 edition of WTM Latin America, the homepage was accessed more than 206 thousand times.**



\*Only **01 vacancy available** for this opportunity.



# Personalized Destination Presentation with Travel Agents

Would you like to showcase your product exclusively to Travel Agents in Brazil?



## With this package, you can offer:

- **A virtual presentation** of your destination to 50 travel agents (content of your choice) + quiz.

**USD 3,007**

**OR**

- **A virtual presentation + live experience** to better engage travel agents.

Example: along with the presentation, 50 travel agents will receive, directly at home, ingredients for a gastronomic experience related to their destination.

**USD 9,920\***

**There are other experience options. Contact our team for more details.**

\*Price may change depending on the details of the training.





# Digital Bag Offer

# Digital Bag Offer

USD 1,805



Do you want to interact with our audience about something you'd like them to know or have?



We have another solution!

## Here's how it works:



- Participants are invited to open the bag and check out the contents. This is usually done via email, social media and the event app.



- From here, the participant is presented with a sequence of offers that can be accepted or declined in a Tinder-like experience.

- After browsing through all the offers, the participant has to enter their email address in order to get the offers they have chosen.

- The attendee immediately receives an email with all the offers they have accepted and instructions on how to redeem them (e.g. visit the stand or the exhibitor's website), and the exhibitor obtains their contact details as a new lead.

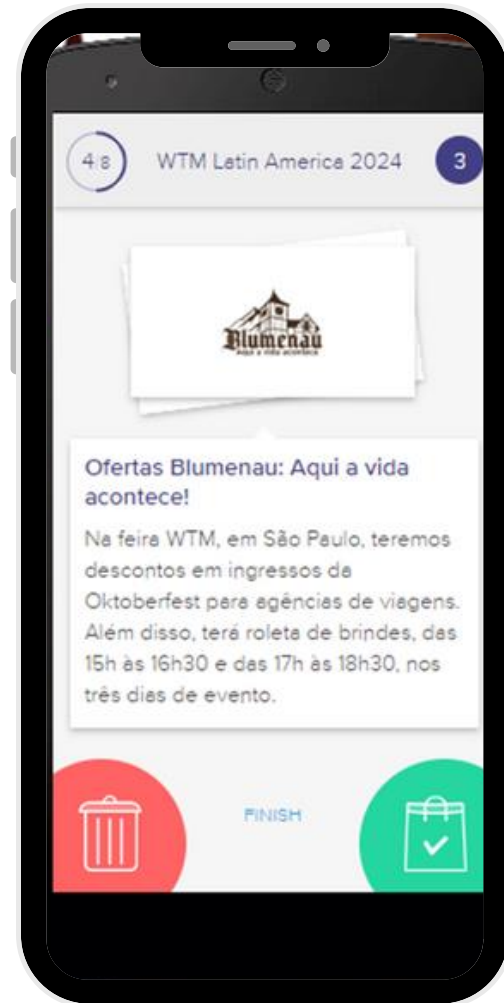


# Digital Bag Offer: Examples



**TYPE OF OFFER:**  
Industry-specific curated content

**BENEFITS OF THIS OFFER:**  
Lead generation; Brand exposure



**TYPE OF OFFER:**  
Prize draw/competition/product giveaway

**BENEFITS OF THIS OFFER:**  
Leads generation; Promotion of your presence, Brand exposure



**TYPE OF OFFER:**  
Discount / Product demonstration / Showcase / Free trial / Tasting

**BENEFITS OF THIS OFFER:**  
Leads generation; Promotion of your presence, Brand exposure



**TYPE OF OFFER:**  
Offer or prize in exchange for visitor interaction

**BENEFITS OF THIS OFFER:**  
Lead generation; Brand exposure

# Digital Bag Offer: Main Sponsor

USD 12,023



Do you want your brand to be seen by every person who picks up the bag?

Then being the main sponsor is the perfect opportunity for you.



You get all the benefits of a bag registration PLUS the opportunity to put your brand on the entire bag!



You also get co-branding or "offered to you by..." wherever the offer bag is promoted, including:



- On the event website or meeting scheduling platform;
- Mention in emails;
- Mention on social media before the event.





Profile Packages

Digital Advertising

Digital Bag Offer

Scheduling Platform

Main Sponsorship | Banners

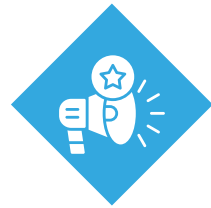
# Brand exposure on the Meeting Scheduling Platform



# Main Sponsorship

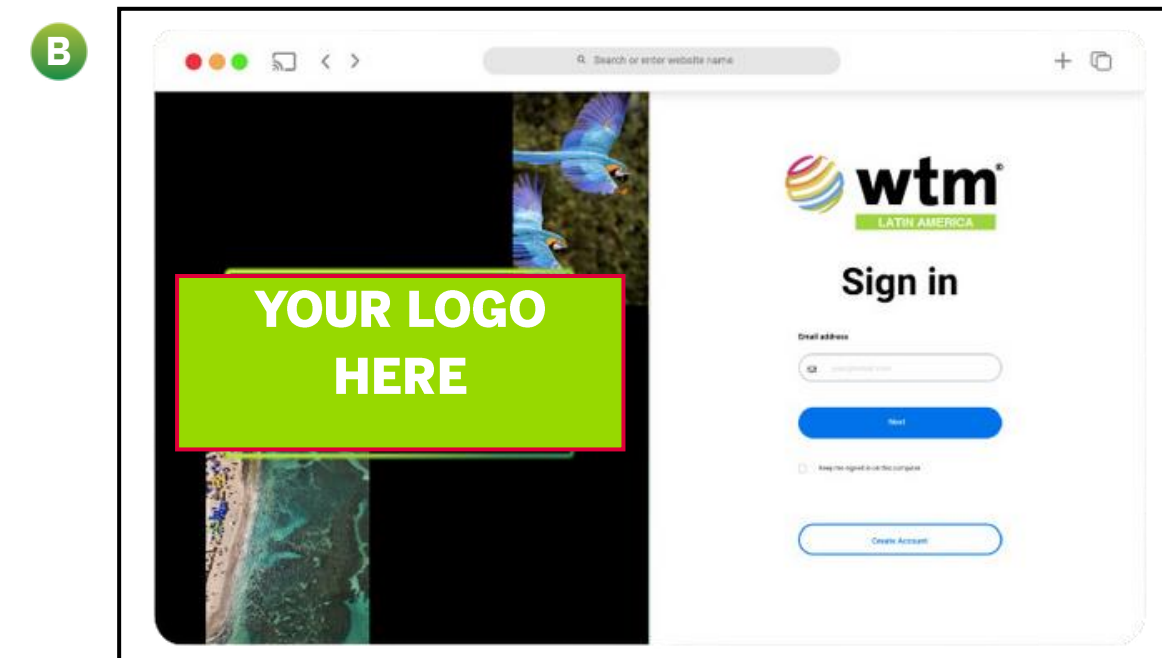
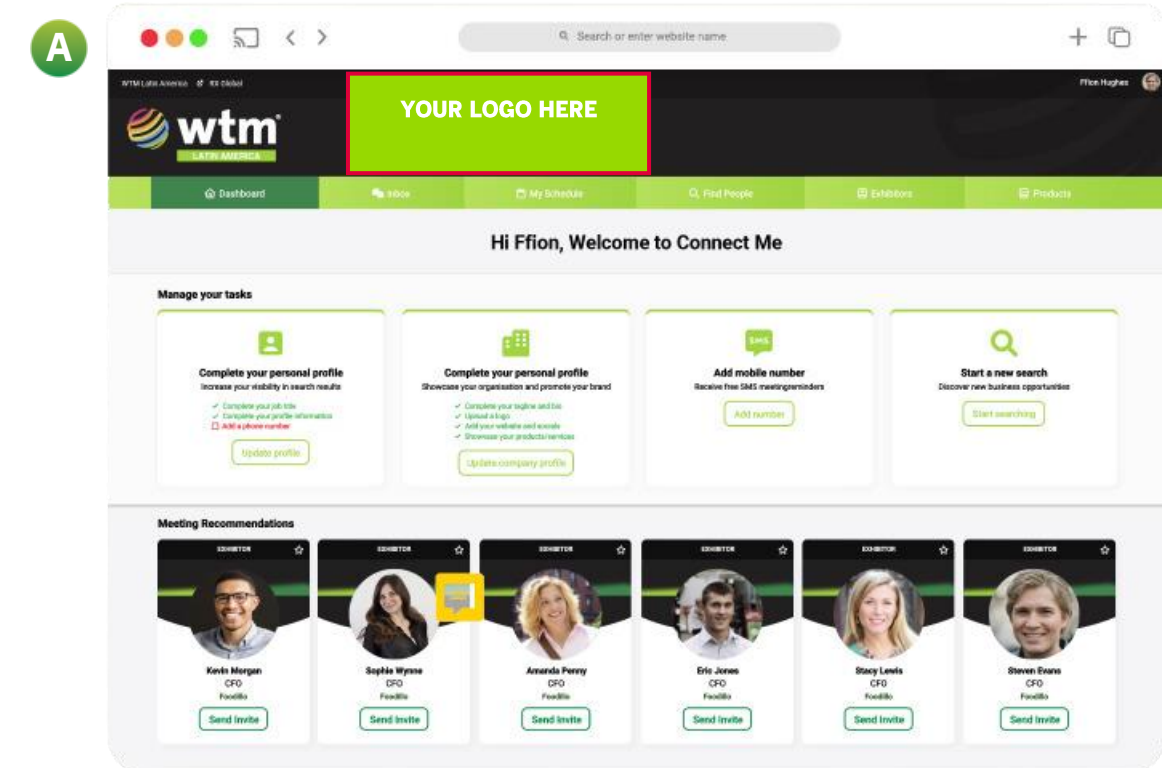
**USD 12,023**

Stand out! Get noticed and ensure that travel professionals make it a priority to book a meeting with you.



## This opportunity includes:

- Your logo on all the main pages of the platform **A**
- Your logo and a banner on the event login page **B**
- Your profile featured in the event brochure
- A Billboard banner on the WTM Latin America website during the week of the event
- Two exclusive Main Sponsor posts on social networks
- Brand exposure in emails sent to the WTM Latin America database
- Mention of the Sponsor in press releases about the event



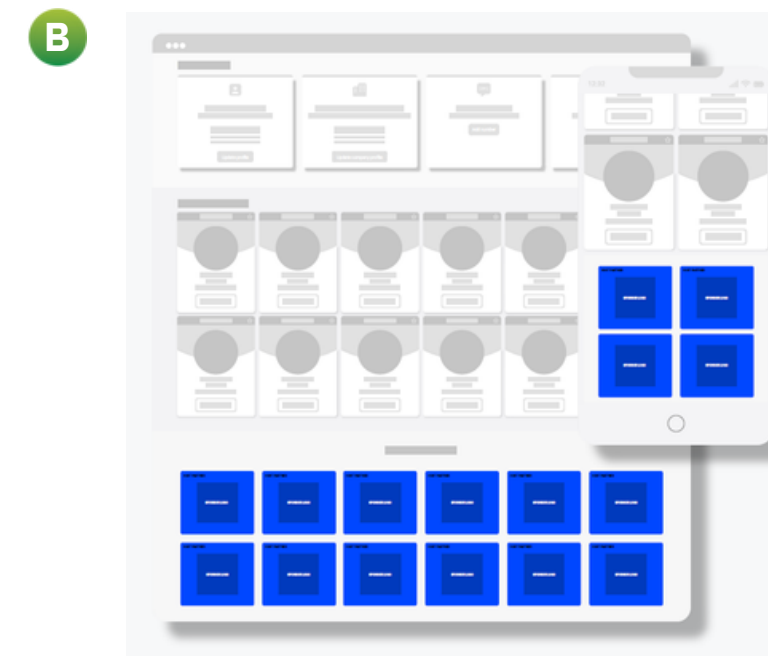
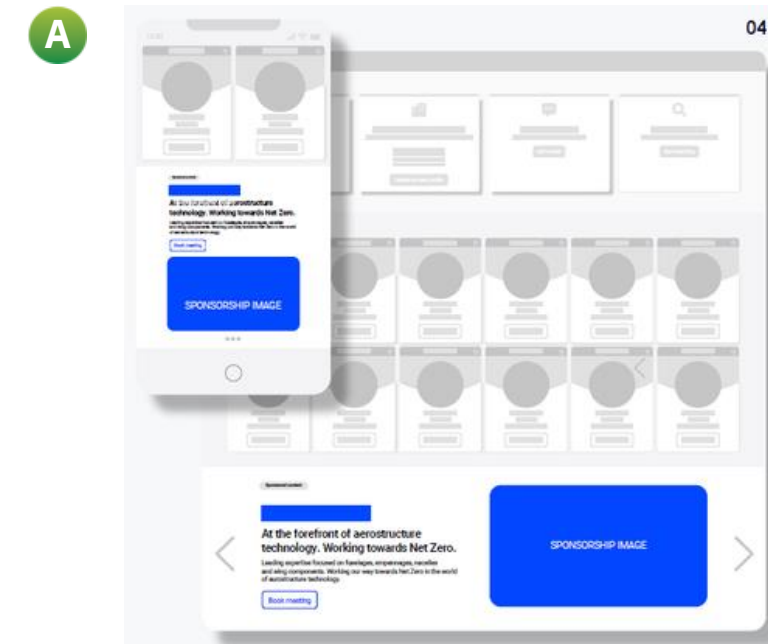
# Banners on the meeting scheduling platform

Display your brand to all event participants. These banners can be displayed throughout the 3-day event.



There are 2 options:

	Option	Investment
A	Insertion in the carousel on the main page of the platform. Max: 5 banners	USD 1,805
B	Sponsor logo in the footer of the platform's homepage Max: 14 positions	USD 480





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**RX**  
In the business of  
building businesses



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São Paulo, 14 - 16 April 2025

 [latinamerica.wtm.com](https://latinamerica.wtm.com)

