



SPONSORSHIP OPPORTUNITIES



CARIBBEAN TRAVEL
marketplace

BAHA MAR, BAHAMAS • JANUARY 21 - 23, 2020

Be a part of the largest and longest-running
tourism marketing event in the Caribbean!



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

ABOUT CARIBBEAN TRAVEL MARKETPLACE

Celebrating its 38th year!

Caribbean Travel Marketplace affords tourism suppliers the opportunity to meet face-to-face with wholesalers from around the world selling Caribbean vacation travel over the course of two days of business meetings.



ABOUT THE CARIBBEAN HOTEL & TOURISM ASSOCIATION

Host of Caribbean Travel Marketplace

For more than 55 years, the Caribbean Hotel and Tourism Association (CHTA) has been the Caribbean's leading association representing the interests of national hotel and tourism associations. Working with over 1,000 hotel and allied members, and 33 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, emerging technologies, climate change, data and intelligence – CHTA helps members on issues that matter most.



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ATTENDEES

Suppliers: Accommodations (bed and breakfasts, chains, management companies, resorts, timeshares, villas), attractions, destination management companies, receptive operators, tourist boards/promotion boards, hotel associations, and transportation companies (airlines and car rentals).

Buyers: Wholesalers, OTAs, tour operators (domestic/international), and incentive buyers.

Marketing & Technology: Ad agencies, data collection, distribution systems, hotel franchises, magazine advertisers, marketing products, marketing representation, media (print/online), PR agencies, publishing companies, research companies, reservation companies, reservation and revenue services, and website development/booking engines.



WHO ATTENDED IN 2019?

11,086

Pre-Scheduled
Appointments

1,020

Total
Delegates

215

Supplier
Companies

240

Accommodations

26

Other Tourism Providers

28

Caribbean Countries
Represented

148

Buyer
Companies

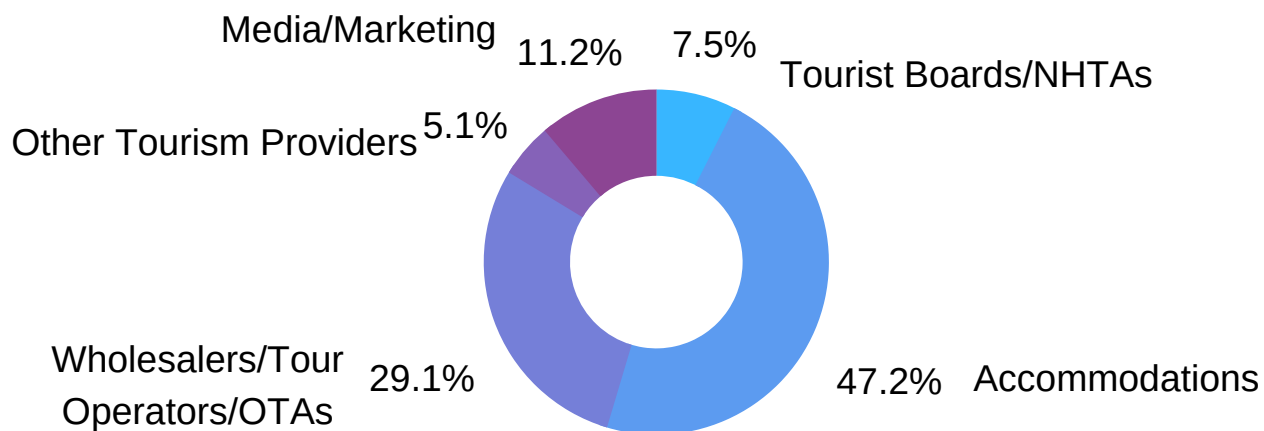
19 Countries
Represented

64

New Buyers

57

Marketing & Technology
Companies



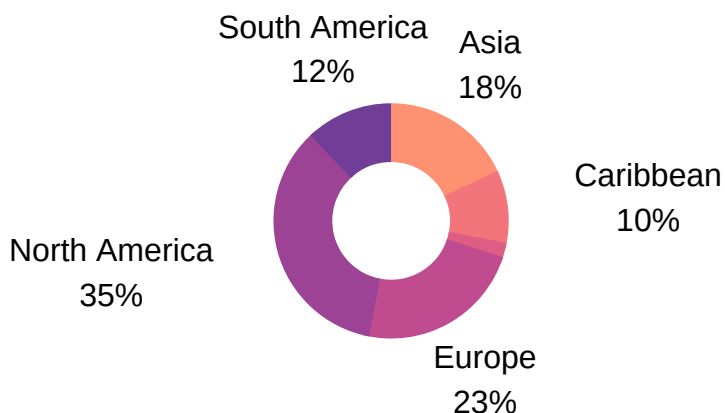
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WHO ATTENDED IN 2019?

Supplier Countries

- Anguilla
- Grenada
- Antigua & Barbuda
- Jamaica
- Aruba
- Mexico
- Bahamas
- Puerto Rico
- Belize
- Saint Kitts & Nevis
- Bermuda
- Saint Lucia
- British Virgin Islands
- St. Maarten
- St. Martin
- Cayman Islands
- St. Vincent & Grenadines
- Curacao
- Suriname
- Dominica
- Trinidad & Tobago
- Dominican Republic
- US Virgin Islands

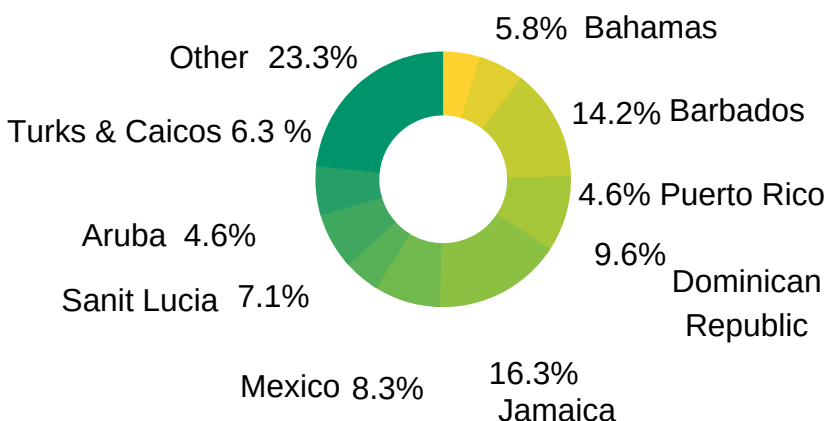
Buyers



Buyer Countries

- Argentina
- Panama
- Brazil
- Peru
- Canada
- Poland
- China
- Puerto Rico
- Colombia
- St. Vincent & Grenadines
- Germany
- Spain
- India
- Switzerland
- Italy
- United Kingdom
- Jamaica
- United States
- Mexico

Suppliers



EXPOSURE



+7.9K
Followers



+1.5K
Followers



+3.7K
Followers

CHTAMarketplace.com Traffic:

+6.5K
Users

+32.8K
Pageviews

+25.5K
Unique
Pageviews

Media:



90,504,458 Impressions



\$3,211,711 Advertising Value



\$9,635,133 Public Relations Value

Data from Sept 2018 - Jan 2019



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TOP 5 REASONS TO SPONSOR:

1

Increase Your Brand Recognition

Creative ways to display your brand and share information about your business

2

Generate Business Leads

Connect with tourist boards, attractions, accommodation providers, and tourism industry leaders in the region

3

Exclusive Face Time with Key Decision Makers

Immersive two-day conference with multiple networking opportunities that reinforce existing relationships and establishing new ones

4

Keep Up with Industry Trends

Gather intelligence, make competitive comparisons, and be considered a thought leader in the industry

5

Show Your Support of Caribbean Tourism

On-site activations that highlight your company's commitment to growing the hospitality industry



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2019 HOST SPONSORS



2019 PLATINUM SPONSORS



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2019 GOLD SPONSORS



THE WALL STREET JOURNAL. | BARRON'S GROUP



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SPONSORSHIP OPPORTUNITIES

PLATINUM GOLD SILVER

ON-SITE

Small Hospitality Room During Conference	Limited		
Brief Update at the CHTA Board of Directors Meeting			
Short Promotional Video for Digital Screens			
Priority in Pre-Schedule Appointment Process			
Thank You During Opening Celebration			
Placement on Selling Floor	Priority	Preferred	
Access to Delegate List	Pre & Post	Pre & Post	Post
Delegate Registrations	6	4	2
Appointment Schedules	3	2	1
Display Size	10' x 8'	6' x 8'	30"

MARKETING

CHTA Co-Hosted Webinar for all Members	1		
CHTA Newsletter Article Insertion to all Members	1		
Logo on Rotating Banner on Online Directory	Limited		
Logo Recognition on Event App	Limited		
Interview Opportunity for a CHTA Press Release	1		
Sponsor Logo Recognition in Online Directory			
Official Email Sent to Event Attendees	2	1	
Social Media Boosted Post	2	1	
Social Media Post	4	2	1
Recognition on Homepage of Event Website	Logo	Logo	Name
Logo on Event Signage			
Promotional Reference in Press Releases			

PLATINUM SPONSORSHIP

\$20,000

6 Available

On-Site

- Small Hospitality Room During Conference (Limited Availability)
- Brief Update at the CHTA Board of Directors Meeting
 - Over 50 Directors Present
- Opportunity to Submit a Short Promotional Video to be Displayed on Signage Monitors
 - Three to Five Minutes
- Priority in Pre-Schedule Appointment Process
- Thank You During Opening Reception
- Priority Placement on Selling Floor
- Access to Delegate List
 - Pre & Post Event
 - Company name & Contact Information
- Six Delegate Registrations
- Three Appointment Schedules
- 10' x 8' Booth

Marketing

- CHTA Co-Hosted Webinar for all CHTA Members
- CHTA Newsletter Article Insertion - Distributed to all CHTA Members
- Logo/Hyperlink on Homepage of Event Website
- Logo Recognition on Rotating Banner on the Online Directory (Limited Availability)
- Sponsor Logo Recognition in Online Directory
- Logo Recognition on Event App (Limited Availability)
- Logo on Event Signage
- Interview Opportunity for a CHTA Press Release
- Two Official Emails Sent to Event Attendees
- Two Boosted Social Media Posts
- Four Promotional Social Media Posts
- Promotional Reference in Press Releases

Contact us for details & availability!



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GOLD SPONSORSHIP

\$15,000

On-Site

- Preferred Placement on Selling Floor
- Access to Delegate List
 - Pre & Post Event
 - Company Name & Contact Information
- Three Delegate Registrations
- Two Appointment Schedules
- 6' x 8' Booth

Marketing

- Sponsor Logo Recognition in Online Directory
- Logo/Hyperlink on Homepage of Event Website
- Logo on Event Signage
- One Official Email Sent to Event Attendees
- Two Promotional Social Media Posts
- One Boosted Social Media Post
- Promotional Reference in Press Releases

Contact us for details & availability!



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SILVER SPONSORSHIP

\$10,000

On-Site

- Access to Delegate List
 - Post Event
 - Company Name and Country
- Two Delegate Registrations
- One Appointment Schedule
- 30" Cocktail Round

Marketing

- Company Name Listed on Homepage of Event Website
- Logo on Event Signage
- One Promotional Social Media Post
- Promotional Reference in Press Releases

Contact us for details & availability!



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A-LA-CARTE ADD-ONS

Add value to your sponsorship both inside and outside the main selling floor!

Mobile App "Powered By"	1 Available	\$2,000
Appointment Clock	2 Available	\$3,000
Engagement Zone	4 Available	\$3,000
Wellness Activity	1 Available	\$4,000
Board of Directors & Committee Networking Reception	2 Available	\$5,000
Hospitality Bar	1 Available	\$5,000
Charging Station	1 Available	TBD

Contact us for details & availability!

Please note: A-La-Carte items must be purchased in addition to a sponsorship package.



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A-LA-CARTE ADD-ON DESCRIPTIONS

Mobile App "Powered By"

- Logo Recognition on main sign-in app page

\$2,000

Appointment Clock

- Logo Recognition on the appointment lead clock on the selling floor

\$3,000

Engagement Zone

- Additional provided space for your company to provide an engaging activity
- Located in the high traffic hallway leading to the selling floor

\$3,000

Wellness Activity

- CHTA to provide a designated space and time for wellness activity
- Sponsor is responsible for coordinating and managing the activity

\$4,000

Board of Directors & Committee Networking Reception

- Sponsor can provide signage to display in reception area
- Opportunity to address attendees (5-10 minutes)

\$5,000

Hospitality Bar

- Sponsor can provide signage to display in area
- Opportunity to provide branded cups and napkins
- Sponsor responsible for beverage and service provisions

\$5,000

Charging Station

- Sponsor can provide signage to display in area
- Includes small table-top to hand-out marketing materials

TBD

Contact us for details & availability!

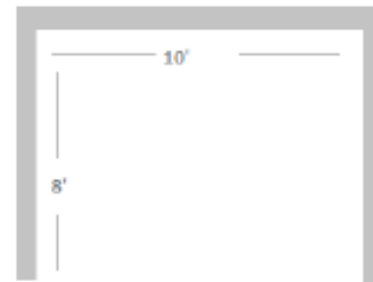


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BOOTH DISPLAYS

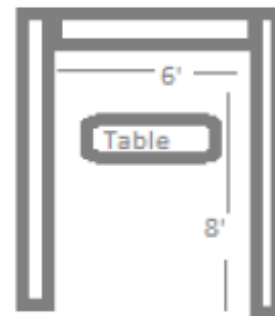
10' x 8' Booth

- Only available to Platinum sponsors
- Not available for purchase
- Includes:
 - One 2' x 6' Skirted Table
 - Five Chairs
 - Wastebasket
 - Electricity - One 110v Connection
 - Sign with Company Name



6' x 8' Booth

- Includes:
 - One 2' x 4' Skirted Table
 - Three Chairs
 - Wastebasket
 - Electricity - One 110v Connection
 - Sign with Company Name



30" Cocktail Round

- Includes:
 - One 30" Skirted Cocktail Round
 - Three Chairs
 - Wastebasket
 - Electricity - Access to 110v Multi-Plug to Connect One Device
 - Tabletop Sign with Company Name



CONTACT US!

For more information on sponsorships,
please reach out to Alexis Capellades,
Partnership & Business Development Manager

Email: alexis@caribbeanhotelandtourism.com

Phone Number: 305-443-3040

SEE YOU AT CARIBBEAN TRAVEL MARKETPLACE!

www.chtamarketplace.com



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