



# 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.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# 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

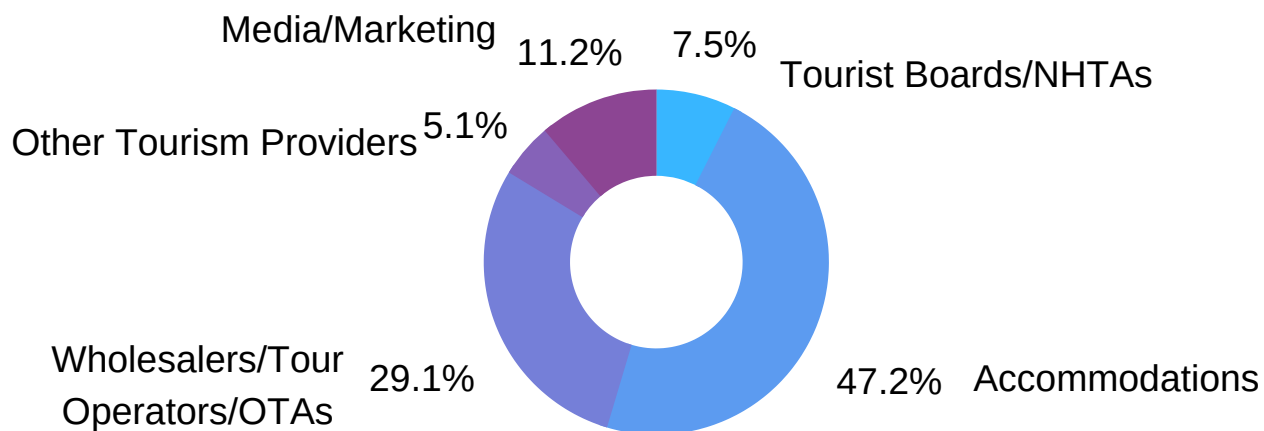
**19** Countries  
Represented

**64**

New Buyers

**57**

Marketing & Technology  
Companies



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

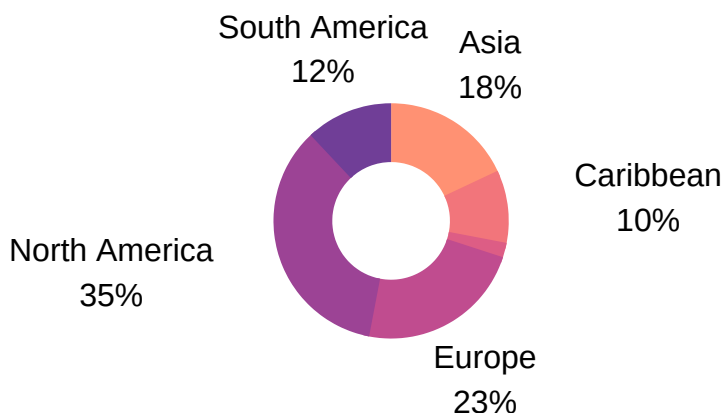


# WHO ATTENDED IN 2019?

## 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

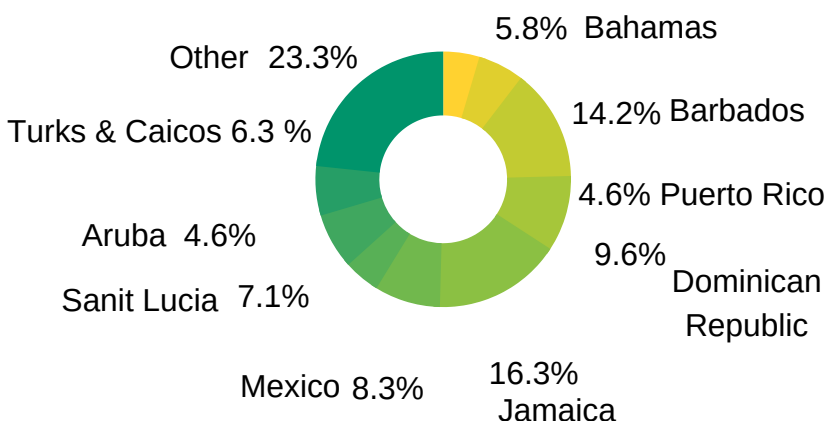
## Buyers



## 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



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# 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



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# 2019 HOST SPONSORS



# 2019 PLATINUM SPONSORS



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# 2019 GOLD SPONSORS



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# 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
- Up to 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!



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# GOLD SPONSORSHIP

**\$15,000**

## On-Site

---

- Preferred Placement on Selling Floor
- Access to Delegate List
  - Pre & Post Event
  - Company Name & Contact Information
- Up to Four 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!



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# SILVER SPONSORSHIP

**\$10,000**

## On-Site

---

- Access to Delegate List
  - Post Event
  - Company Name and Country
- Up to 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!



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# 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.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# 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!

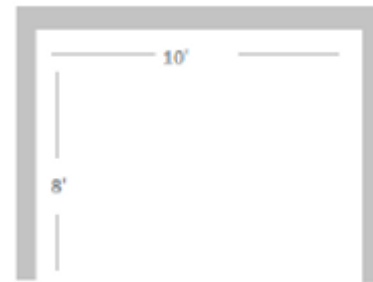


CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# BOOTH DISPLAYS

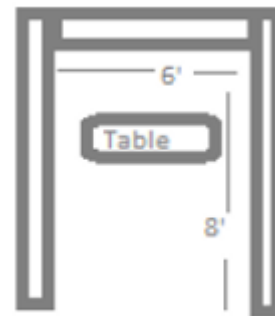
## 10' x 8' Booth

- 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](mailto:alexis@caribbeanhotelandtourism.com)

Phone Number: 305-443-3040

## SEE YOU AT CARIBBEAN TRAVEL MARKETPLACE!

[www.chtamarketplace.com](http://www.chtamarketplace.com)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION