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!
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.
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

- Accommodations: 47.2%
- Wholesalers/Tour Operators/OTAs: 29.1%
- Other Tourism Providers: 5.1%
- Media/Marketing: 11.2%
- Tourist Boards/NHTAs: 7.5%

CARIBBEAN HOTEL & TOURISM ASSOCIATION
WHO ATTENDED IN 2019?

**Suppliers**
- Aruba 4.6%
- Turks & Caicos 6.3%
- Suriname 5.8%
- Bahamas 14.2%
- Barbados 9.6%
- Dominican Republic 7.1%
- Mexico 8.3%
- Jamaica 16.3%
- Other 23.3%

**Buyers**
- Caribbean 10%
- Europe 23%
- North America 35%
- Asia 18%
- South America 12%

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

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

Media:

- 90,504,458 Impressions
- $3,211,711 Advertising Value
- $9,635,133 Public Relations Value

CHTAMarketplace.com Traffic:

- +6.5K Users
- +32.8K Pageviews
- +25.5K Unique Pageviews

Data from Sept 2018 - Jan 2019
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
2019 HOST SPONSORS

THE JOY SPENCE
APPLETON ESTATE
RUM EXPERIENCE

interval
INTERNATIONAL

JAMAICA
TOURIST BOARD

jetBlue
vacations

mastercard.

Sandals
THE LUXURY INCLUDED VACATION

Scotiabank®

2019 PLATINUM SPONSORS

7 PILLARS
MARKETING ON DEMAND

ADARA

amresorj's®

Figment Design
Powered by Imagination

marketplace
EXCELLENCE

OBMI
ARCHITECTURE

SOJERN

STR

TravelClick
an amadeus company

TRAVELZOO®

UNITED STATES
VIRGIN ISLANDS

CARIBBEAN
HOTEL & TOURISM
ASSOCIATION
## Sponsorship Opportunities

### On-Site

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Hospitality Room During Conference</td>
<td>Limited</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brief Update at the CHTA Board of Directors Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short Promotional Video for Digital Screens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority in Pre-Schedule Appointment Process</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank You During Opening Celebration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Placement on Selling Floor</td>
<td>Priority</td>
<td></td>
<td>Preferred</td>
</tr>
<tr>
<td>Access to Delegate List</td>
<td>Pre &amp; Post Pre &amp; Post Post</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate Registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Appointment Schedules</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Display Size</td>
<td>10’ x 8’</td>
<td>6’ x 8’</td>
<td>30”</td>
</tr>
</tbody>
</table>

### Marketing

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHTA Co-Hosted Webinar for all Members</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHTA Newsletter Article Insertion to all Members</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Rotating Banner on Online Directory</td>
<td>Limited</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Recognition on Event App</td>
<td>Limited</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interview Opportunity for a CHTA Press Release</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Logo Recognition in Online Directory</td>
<td></td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Official Email Sent to Event Attendees</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Social Media Boosted Post</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Social Media Post</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Recognition on Homepage of Event Website</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Logo on Event Signage</td>
<td></td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Promotional Reference in Press Releases</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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!
# 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!
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!
**A-LA-CARTE ADD-ONS**

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Availability</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App &quot;Powered By&quot;</td>
<td>1 Available</td>
<td>$2,000</td>
</tr>
<tr>
<td>Appointment Clock</td>
<td>2 Available</td>
<td>$3,000</td>
</tr>
<tr>
<td>Engagement Zone</td>
<td>4 Available</td>
<td>$3,000</td>
</tr>
<tr>
<td>Wellness Activity</td>
<td>1 Available</td>
<td>$4,000</td>
</tr>
<tr>
<td>Board of Directors &amp; Committee</td>
<td>2 Available</td>
<td>$5,000</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>2 Available</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hospitality Bar</td>
<td>1 Available</td>
<td>$5,000</td>
</tr>
<tr>
<td>Charging Station</td>
<td>1 Available</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Contact us for details & availability!
Please note: A-La-Carte items must be purchased in addition to a sponsorship package.
## A-LA-CARTE ADD-ON DESCRIPTIONS

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile App &quot;Powered By&quot;</strong></td>
<td>$2,000</td>
</tr>
<tr>
<td>- Logo Recognition on main sign-in app page</td>
<td></td>
</tr>
<tr>
<td><strong>Appointment Clock</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>- Logo Recognition on the appointment lead clock on the selling floor</td>
<td></td>
</tr>
<tr>
<td><strong>Engagement Zone</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>- Additional provided space for your company to provide an engaging activity</td>
<td></td>
</tr>
<tr>
<td>- Located in the high traffic hallway leading to the selling floor</td>
<td></td>
</tr>
<tr>
<td><strong>Wellness Activity</strong></td>
<td>$4,000</td>
</tr>
<tr>
<td>- CHTA to provide a designated space and time for wellness activity</td>
<td></td>
</tr>
<tr>
<td>- Sponsor is responsible for coordinating and managing the activity</td>
<td></td>
</tr>
<tr>
<td><strong>Board of Directors &amp; Committee Networking Reception</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td>- Sponsor can provide signage to display in reception area</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to address attendees (5-10 minutes)</td>
<td></td>
</tr>
<tr>
<td>** Hospitality Bar**</td>
<td>$5,000</td>
</tr>
<tr>
<td>- Sponsor can provide signage to display in area</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to provide branded cups and napkins</td>
<td></td>
</tr>
<tr>
<td>- Sponsor responsible for beverage and service provisions</td>
<td></td>
</tr>
<tr>
<td><strong>Charging Station</strong></td>
<td>TBD</td>
</tr>
<tr>
<td>- Sponsor can provide signage to display in area</td>
<td></td>
</tr>
<tr>
<td>- Includes small table-top to hand-out marketing materials</td>
<td></td>
</tr>
</tbody>
</table>

Contact us for details & availability!
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@caribbeenhotelalandtourism.com
Phone Number: 305-443-3040

SEE YOU AT CARIBBEAN TRAVEL MARKETPLACE!

www.chtamarketplace.com