

SPONSORSHIP OPPORTUNITIES

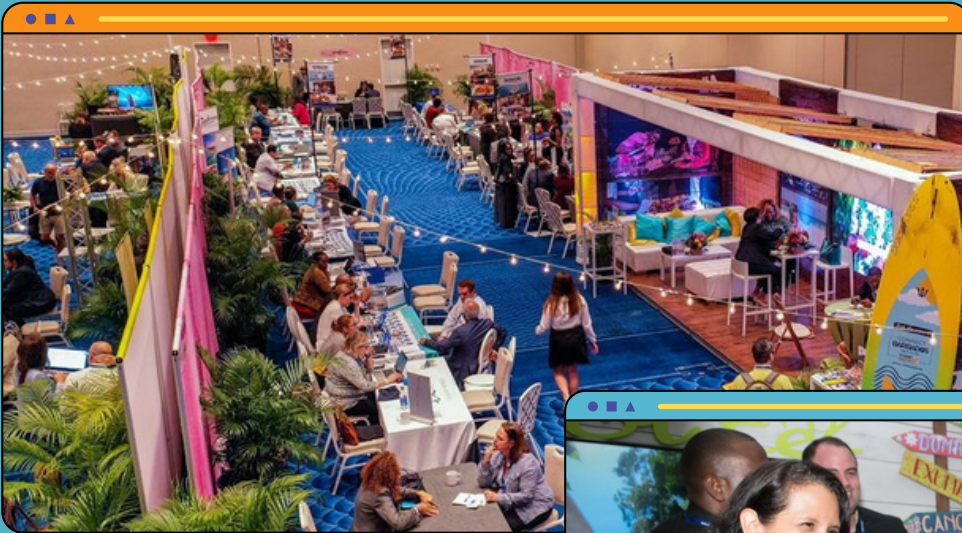


CARIBBEAN TRAVEL

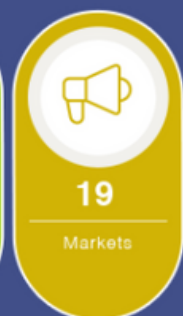
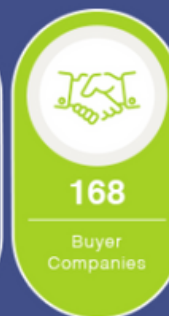
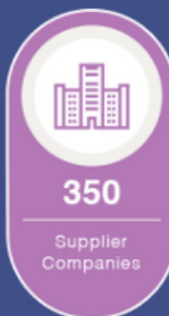
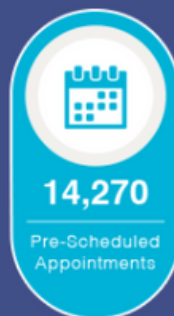
marketplace

SAN JUAN, PUERTO RICO • OCT 3-5, 2022

40



THE
CARIBBEAN'S
LARGEST TOURISM
MARKETING
EVENT



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

ABOUT CARIBBEAN TRAVEL MARKETPLACE

Caribbean Travel Marketplace brings together international buyers with exclusively Caribbean suppliers all in one place for ease of doing business.

As the longest established and most effective travel trade event for the Caribbean hospitality industry, Marketplace provides you cost effective opportunities to reach and connect with new business opportunities.

With the challenges of the last two years, 2022 presents a unique opportunity for Caribbean tourism to not only strive but thrive.

This makes the need to cement current partnerships and create new ones even more critical.

The businesses that take the bold step to partner with us in 2022 to deliver the most diverse, exciting and meaningful Caribbean Travel Marketplace will benefit from the obvious demand and interest as well as help to set the stage for the re-imagining of Caribbean tourism.

We look forward to your partnership!

“ Dream big, dream smart and forge a brighter tomorrow”



Nicola Madden-Greig, OD
CHTA President

60
Years



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CARIBBEAN TRAVEL

marketplace

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**60 + 40 =
100%
Caribbean**

Marketplace 2022 will forever be entrenched in the history of the Caribbean tourism industry as it will not only be groundbreaking as the first major gathering in the region since the pandemic but will also mark the event's 40th anniversary as well as CHTA's 60th anniversary.



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.

New for Marketplace #40:

- MICE Buyers
- Destination Wedding Specialists

COUNTRIES REPRESENTED IN 2020

Supplier Countries

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

Buyer Countries

- | | |
|---------------|----------------------------|
| • Australia | • Panama |
| • Bahamas | • Portugal |
| • Brazil | • Puerto Rico |
| • Canada | • St. Vincent & Grenadines |
| • Chile | • Spain |
| • France | • Switzerland |
| • Germany | • United Kingdom |
| • Italy | • United States |
| • Mexico | |
| • Netherlands | |

Event was held in 2021 virtually, however for comparative purposes reflecting 2020 data as it was the last in-person event



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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

SPONSORSHIP OPPORTUNITIES

| | | PLATINUM \$20K | GOLD \$13K | SILVER \$9K |
|-----------|---|----------------------------|----------------------------|-------------------------|
| On-Site | | | | |
| | Brief update at the CHTA Board of Directors/Membership Meeting | | | |
| | Opportunity to submit a short promotional video to be displayed on signage monitors | | | |
| | Priority in pre-schedule appointment process | | | |
| | Thank You During Opening Celebration | | | |
| | Placement on Selling Floor | Priority | Preferred | |
| | Access to Delegate List | Full List Pre & Post Event | Full List Pre & Post Event | Limited List Post Event |
| | Delegate Registrations | 6 | 3 | 1 |
| | Appointment Bookings | 3 | 2 | 1 |
| | Booth Size | 8' | 6' | Cocktail Round 4' |
| Marketing | | | | |
| | CHTA Co-Hosted Webinar for CTM registrants | 1 | | |
| | Logo Recognition on Rotating Banner on Event Website | | | |
| | Rotating banner on Event Website | | | |
| | Logo Recognition on Event App | Limited to first 3 | | |
| | Interview Opportunity for a Future Press Release | | | |
| | Logo Recognition Placement in Online Directory | | | |
| | Official Email Sent to Event Attendees | 2 | 1 | |
| | Social Media Boosted Post | 2 | 1 | |
| | Promotional Social Media Posts | 4 | 3 | 2 |
| | Recognition on Homepage of Event Website | Logo/Hyperlink | Logo/Hyperlink | Name Listed |
| | Logo on Event Signage | | | |
| | Promotional Reference in Press Releases | | | |



Caribbean Hotel & Tourism Association

Published by Nicola Cozier [?] · January 22 at 8:54 AM · 🌐

Visit Nicole with Torn Ranch WE Wellness & Education Studio at #CHTAMarketplace20 and receive a complimentary healthy snack!

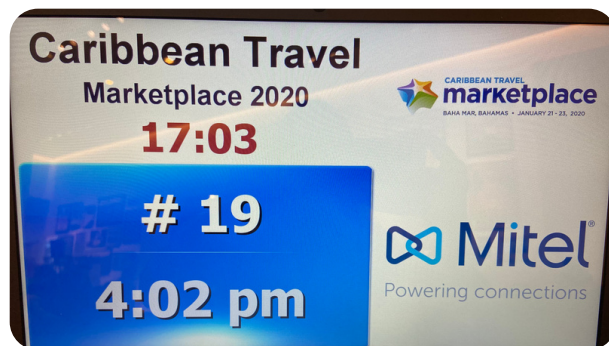


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A-LA-CARTE ADD-ONS

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

| | | |
|-------------------------------|-------------|---------|
| Lanyards | 1 Available | \$5,000 |
| Event bags | 1 Available | \$8,000 |
| Appointment Clock | 2 Available | \$3,000 |
| Coffee Break | 4 Available | \$4,000 |
| Information Centre | 3 Available | \$3,000 |
| Wi-fi Sponsor | 3 Available | \$3,000 |
| Press Conference Room | 2 Available | \$1,500 |
| Press Working Room | 2 Available | \$1,500 |
| Hospitality Room During Event | 3 Available | \$2,000 |



Contact us for details & availability!

Please note: A-La-Carte items are available on a right of first refusal with the commitment of a sponsorship package.



CARIBBEAN
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ASSOCIATION

EXPOSURE



- Event Website
- Event Platform
- Event App
- Email Communications
- Social Media
- Press Releases
- Media & Travel Advisors



Impressions
337,528,351



Advertising Value
\$41,249,442



Public Relations
\$123,748,326

2020 Data

CONTACT US

For more information on sponsorships,
please reach out to:

Zunette Jourdain, Marketplace Sponsorship Consultant

Email: consultant@caribbeanhotelandtourism.com

Telephone: +1-786-207-4883 or +1-305-443-3040, ext. 102

Vanessa Ledesma, Acting CEO & Director General

Email: vanessa@caribbeanhotelandtourism.com

www.chtamarketplace.com



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PLATINUM SPONSORSHIP

\$20,000

Limited to 4 Sponsors

On-Site

- Brief Update at the CHTA Board of Directors Meeting
 - Over 50 Directors Expected
- 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' Display

Marketing

- CHTA Co-Hosted Webinar for Marketplace registrants (pre or post event)
- Logo/Hyperlink on Homepage of Event Website and on Rotating Banner
- Logo Recognition on Rotating Banner on the Online Directory (Limited Availability)
- Sponsor Logo Recognition in Online Directory
- Logo Recognition on Event App (Available for first 3 sponsors)
- 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

\$13,000

Limited to 5 Sponsors

On-Site

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

Marketing

- 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

\$9,000

Limited to 15 Sponsors

On-Site

- Access to Delegate List
 - Post Event
 - Company Name and Country
- One Delegate Registrations
- One Appointment Schedule

Marketing

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

Contact us for details & availability!