

A Sponsor's Guide for Collaboration



CARIBBEAN TRAVEL

marketplace **42**

Montego Bay, Jamaica • May 20-23, 2024



CARIBBEAN
TRAVEL FORUM

Montego Bay, Jamaica • May 20, 2024



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CARIBBEAN TRAVEL FORUM

Caribbean Travel Forum is an event focusing on the business of tourism in the Caribbean, delving into topics such as intra-Caribbean travel with emphasis on air connectivity and multi-destination marketing, sustainability, technology innovation, labor market constraints and taxation. The forum will include a series of panels and an Awards Luncheon.



Attendees

- Hotel & Attraction Owners
- Managing Directors
- General Managers
- Government Representatives
- Tourism Service Providers
- Hospitality & Tourism Stakeholders



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Reasons to Sponsor CTF



Exclusive Face Time with Key Decision Makers

Immersive 1-day conference with multiple networking opportunities that reinforce existing relationships and establishing new ones



Be Highlighted as a Supportive Player in Caribbean Tourism

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



Increase Your Brand Recognition

Creative opportunities to display your brand alignment and share information about your business.

Sponsorship Opportunities

Platinum Benefits - Limit 2 (15k)

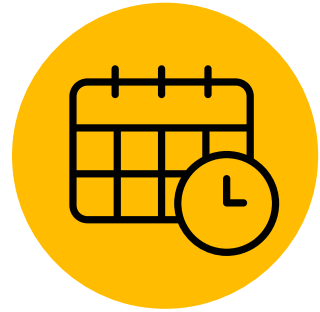
- Noted as Lead Sponsor
- 4 Registrations to CTF and Awards luncheon
- Speaking Opportunity
- Present an Award
- Access to Full Delegate List Pre-Event
- Access to Full Delegate List Post Event
- 1 CHTA Co-Hosted Webinar - After Event
- Logo on Event Stage Signage and Main Screen
- Video on Housekeeping Monitor (40 secs max)
- Branding at Awards Luncheon
- 1 Official Email (sent to attendees on your behalf)
- Hyperlink on Event Website
- 4 Social Media Posts
- 1 Caribbean Travel Marketplace Visitor Pass

Gold Benefits- Limit 2 (8k)

- Noted as a Supporting Sponsor
- 2 Registrations to CTF and Awards Luncheon
- Access to Delegate List (Post-Event)
- Logo on Main Screen Event Signage
- Video on Housekeeping Monitor (10 secs max)
- Branding at Coffee Break
- 1 Official Shared Email (sent to attendees on your behalf)
- 1 Social Media Post



CARIBBEAN TRAVEL MARKETPLACE



9,296

Pre-Scheduled
Appointments



178

Supplier
Companies



27

Caribbean
Destinations



101

Buyer Companies



23

Markets



782

Total Delegates

2023 Statistics

Caribbean Travel Marketplace brings together international travel buyers with exclusive 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 and tourism industry, CTM provides you cost effective opportunities.

The event features pre-scheduled appointments between suppliers and buyers, along with networking sessions and opportunities for participants to learn about the latest trends and developments in the industry.



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Attendees

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

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

Regional and International Media, Directors of Tourism, Government Ministers, Government officials.



Participating Countries

- Argentina
- Brazil
- Canada
- Chile
- Columbia
- Czech Republic
- Estonia
- Germany
- Ireland
- Italy
- Latvia
- Mexico
- Netherlands
- Nicaragua
- Paraguay
- Poland
- Puerto Rico
- St. Vincent & The Grenadines
- Spain
- Sweden
- Trinidad & Tobago
- United Arab Emirates
- United Kingdom
- United States
- Uruguay

“CHTA Marketplace is the best place to meet with major decision makers in Caribbean Travel. It is hard to make it to all the islands in a year and having everyone in one place with preset appointments is a huge value to us at STR to continue building relationships with those major decision makers in the travel industry.”

– Kye Butler, STR

Unlock Growth Through Partnership!

Partnering with CHTA at the Caribbean Travel Marketplace provides a gateway to a multitude of opportunities that can propel your business and brand to new heights. We offer a strategic alliance that not only enhances your brand’s credibility but also provides extensive opportunities for networking, exposure and business development within the dynamic Caribbean Hospitality and Tourism Industry.

Top reasons to collaborate with CHTA:



1

Industry influence

The CHTA is a prominent and respected organization within the Caribbean Hospitality and Tourism Industry, partnering with us lends credibility to your brand and signifies a commitment to quality within the region.

2

Business Development & Networking Hub

Caribbean Travel Marketplace is a premier networking platform and specifically designed to foster business interactions. Gain access to a diverse network of key players and stakeholders creating valuable opportunities for business growth.

3

Market exposure

CTM provides a significant platform for exposure to a wide audience. Your brand can be prominently featured, reaching potential clients and partners increasing your brand recognition.

4

Insights & Educational Resources

Beyond a partnership, attending CTM allows access to a wealth of knowledge. Gain crucial insights and access to valuable educational resources with the many learning seminars keeping you ahead of the latest developments.

5

Showcase your Expertise

Through partnership, you have the opportunity to showcase your company's expertise, products, or services to a targeted audience. On-site activations highlight your company's commitment to developing and innovating the hospitality and tourism industry.

Platinum Benefits \$20k

- Custom Marketplace Sponsor Logo
- *6 Event Registrations*
- *3 Appointment Schedules (40 slots each)*
- Priority pre-schedule appointment
- 2 VIP Parking Passes
- *Designated Sponsor Booth (2x size)*
- *Pre-Event Attendee List*
- Meet & Greet - when requested
- Access to CHTA Exclusive Lounge - 6
- Promo Video on Shared Monitor- 1 min max
- Company Mention During Opening Session
- Logo on Rotating Banner (Official CHTA Site)
- Rotating Banner on Event Website
- 1 Social media post
- *Post Event Attendee List*
- Logo on Event Website
- Logo on Event Related Materials
- Ad on CHTA Connect (CHTA's Quarterly Newsletter)
- Featured Interview to be released as a video
- Pre-event Email to Attendee Base (from CHTA)
- Post- event Email to Attendee Base (from CHTA)
- Logo on Printed Event Material
- Logo on Housekeeping Monitors

Gold Benefits \$13k

- Custom Marketplace Sponsor logo
- *3 Event Registrations*
- *2 Appointment Schedules (40 slots each)*
- 1 VIP Parking Pass
- *Designated Sponsor Booth (x1.5 size)*
- *Post-Event Attendee List*
- Company Mention During Opening Session
- 1 Social Media Post
- Banner on 1 Event Newsletter
- Featured Interview to be Released as an Audio
- *Post-Event Email to Attendee Base (from CHTA)*
- Printed Name on Marketing Materials
- Access to CHTA Exclusive Lounge - 3
- Promo Video on Shared Monitors (30secs max)
- Logo on Rotating Banner on Event Website
- Logo on Housekeeping Monitors

Included in your Silver Package 9k

- Custom Marketplace Sponsor Logo
- *2 Event Registrations*
- *1 Appointment Schedule (40 slots total)*
- 1 VIP Parking Pass
- *Designated Sponsor Booth*
- Post-Event Attendee List- limited details
- 1 Social Media Post
- Featured Interview - Quote (for press use)
- Shared Email to Attendee Base Post Event (from CHTA)
- 2 Passes to CHTA Exclusive Lounge
- Promo Video on Shared Monitors (15secs max)
- Logo on Housekeeping Monitors
- Logo on Rotating Banner on Event Website

A La Carte

- Branded Lanyard
- Pens
- Mints
- Real Estate via signage
- Wifi Access
- Charging Valet
- Discount Cards
- Photobooth
- Shared Breakout Session
- Countdown Clock
- Breakfast - Grazing Table
- Coffee Break
- Portable Hand Sanitizer
- Branded Cocktail



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Thank You!

We'd love to hear from you



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