



SPONSORSHIP **OPPORTUNITIES**

Explore sponsorship opportunities designed to give your brand strong visibility and expand your reach in the U.S. travel market.



Make Your Brand Stand Out

WTE reinforced its leadership in America as the leading B2B travel trade show in the region.

WTE Miami 2026 will be one of the U.S.'s most influential travel trade show, bringing together global participants.

WTE is held at the magnificent Miami Beach Convention Center, offering exhibitors and visitors a world-class business environment.

Why WTE?

WTE 2026 will set new benchmarks as an American travel trade show. WTE 2026 will be the meeting hub for the global travel industry, where industry leaders and exhibitors gather annually in the U.S. to seal deals.

Sponsoring WTE ensures premium visibility, exclusive branding opportunities, and direct access to high-value buyers, including top travel agents, MICE and corporate travel managers, wedding planners, and film, TV, and OTT producers.

Make your brand stand out at America's leading travel trade show—leverage WTE's powerful platform to drive business, build credibility, and create lasting industry impact.

Explore Sponsorship Opportunities Today!



"With MIA on pace for a record year in passenger traffic as the busiest U.S. airport for international passengers, our rebound from the pandemic has been a huge success story. We look forward to sharing those best practices with our industry colleagues around the world."

Ralph Cutié, MIA Director and CEO



"We're thrilled to be part of the World Travel Expo in Miami Beach, the largest travel and tourism show in the U.S. This event is a key platform to engage with travel agents, airlines, and tourism ministries, strengthening partnerships and creating new opportunities for our community."

Emir Pineda, Manager, Miami Dade Aviation Department



Host Country / State Sponsorship



Be the Official **Host Country** of the show and maximize your reach among 50,000+ travel trade attendees, VIPs and tourism representatives from around the world. Add a premium spotlight to your destination by highlighting the best of what your destination has to offer, showcasing your culture and heritage, and distinguishing yourself from other participating nations. As the official Host Country, you will be provided with multiple opportunities to present yourself to the brand through significant involvement in the show's Inauguration and the hosting of parallel networking events, in digital & social media campaigns.

- Pre-event Press Conference with host nation - **Exclusive**
- Onsite branding as host country - **Exclusive**
- Your Logo as host country on the WTE Website - **Exclusive**
- Dedicated Press Release as host country through our PR partners - **Exclusive**
- Dedicated slot for Cultural Presentation during the WTE Inaugural program - **Exclusive**
- Digital, PR & Media Coverage pre-event, during and post-event - **Exclusive**
- Pinned posts for Social Media Promotion on WTE channels - **Exclusive**
- Pinned advertisements in Travel News Digest: Website and App - **Exclusive**
- Your Video on WTE social media handles
- Logo in all marketing campaigns (email, social media) as host country
- 1 Advertisement in WTE Exhibition E-Directory

The above inclusions for Host Country can be customized as per your requirements.

PRICING:

US\$

WTE

250,000

FLAGSHIP (EXCLUSIVE)

MARKET LEADERSHIP

Recommended Sponsorship	Best For	Level Of Audience Reach * Footfall volume * Frequency of exposure * Duration of visibility	Level Of Buyer Access * Presence of hosted buyers * Generate conversations & conversions * Time spent with high-quality buyers	Level Of Brand Visibility * Visual dominance * Placement at the show * Brand recall
Host Country/State/City	Destination awareness & positioning	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Partner Airline	Global travel visibility & route promotion	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★
Entrance Branding	First impression & maximum recall	★ ★ ★ ★ ★	★ ★ ★	★ ★ ★ ★ ★

STRATEGIC

HIGH-VALUE NETWORKING

Recommended Sponsorship	Best For	Level Of Audience Reach * Footfall volume * Frequency of exposure * Duration of visibility	Level Of Buyer Access * Presence of hosted buyers * Generate conversations & conversions * Time spent with high-quality buyers	Level Of Brand Visibility * Visual dominance * Placement at the show * Brand recall
Inaugural CEO Lunch	Access to senior leaders and decision-makers across the U.S. travel	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★
Gala Dinner	Premium relationship-building environment designed for partnerships and long-term connections	★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★
VIP Lounge	Continuous access to top buyers through hospitality-led engagement and brand presence	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★

B2B NETWORKING

BUYER ENGAGEMENT PLATFORMS

Recommended Sponsorship	Best For	Level Of Audience Reach * Footfall volume * Frequency of exposure * Duration of visibility	Level Of Buyer Access * Presence of hosted buyers * Generate conversations & conversions * Time spent with high-quality buyers	Level Of Brand Visibility * Visual dominance * Placement at the show * Brand recall
Forum Knowledge	Thought leadership positioning through peer networking, PR visibility & industry conversations	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★
Networking Lunch / Dinner	Direct conversations & lead generation	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★
Presentation at the show	Product showcase & storytelling	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★

VISIBILITY

ENHANCED VISIBILITY / INFLUENCE & LEAD GENERATION

Recommended Sponsorship	Best For	Level Of Audience Reach * Footfall volume * Frequency of exposure * Duration of visibility	Level Of Buyer Access * Presence of hosted buyers * Generate conversations & conversions * Time spent with high-quality buyers	Level Of Brand Visibility * Visual dominance * Placement at the show * Brand recall
Registration Area	High-frequency exposure to all attendees	★ ★ ★ ★ ★	★ ★ ★	★ ★ ★ ★ ★
Lanyards	Constant attendee-level branding	★ ★ ★ ★ ★	★ ★	★ ★ ★ ★ ★
LED Wall	Large-scale visual branding positioned for high-impact attendee visibility	★ ★ ★ ★ ★	★ ★	★ ★ ★ ★ ★
Show Carry Bags	Continuous brand recall among attendees	★ ★ ★ ★ ★	★ ★	★ ★ ★ ★ ★
Digital Promotions	Pre & post-event visibility	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★



Lanyard Sponsorship



Attractive **lanyards** are produced to hold the entry badges and distributed to all exhibitors, trade visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

PRICING:	US\$
WTE (Quantity: 5,000 Nos)	30,000



Badge Sponsorship

The badge is the most widely distributed and most visible element in the show, used extensively during the span of 3 days. Your logo will appear in the main section of the badge, giving it unparalleled prominence.

Every time a show attendee scans their badge by using the event app SnapCard, your logo will catch their eye.



PRICING:	US\$
WTE (Quantity: 5,000 Nos)	30,000



Show Carry Bags

Sponsorship



Provide visitors with **show bags** to help them collect information. Your logo and message will appear on the show carry bags to be distributed from the registration area and help desk counters.

PRICING:

US\$

WTE (Quantity: 2500 Nos)

30,000



VIP Welcome Kit Sponsorship



Be the first brand each VIP buyer connects with from the moment attendees arrive. As VIPs register or collect their badges on-site, they will receive an exclusive co-branded Welcome Kit, the very first touchpoint of their event experience. Sponsoring the VIP Welcome Kit is a great way to create an impression directly on the VIP buyers, even before the show starts.

The **VIP Welcome Kit** will include a co-branded tote bag with the agenda of the event, floor plan, curated giveaways from your destination, and a dedicated QR code with special offers promoting your offerings.

PRICING:		US\$
WTE (1000 Nos)		30,000



VIP/Business Lounge Sponsorship



Created to facilitate buyer-seller business interactions, the **VIP/Business Lounge** is frequented by both. Your logo will be displayed at various prominent locations in the business lounge, putting your brand in front of decision-makers.

PRICING:		US\$
WTE		33,000



Inaugural CEO Lunch Sponsorship



The **Inaugural CEO Lunch** offers a unique opportunity to connect with influential decision-makers. Showcase your destination and products in front of a high-profile audience. The theme of the Inaugural CEO Lunch can be tailored to the sponsor's preferences, offering a fantastic opportunity for distinguished guests to experience the culture and hospitality of your destination.

A special menu will be curated for the occasion. The Tourism Minister, CEO or Head of Department will be invited to join the WTE Inaugural panel discussion, bringing your destination on a global stage.

PRICING*:	US\$
WTE (600 pax)	50,000



Gala Dinner Sponsorship



The **Gala Dinner** provides an elegant platform where hosted buyers, senior dignitaries from participating tourism boards, and industry leaders will gather for a sophisticated cocktail dinner, offering your brand unparalleled exposure in a high-profile environment.

This event allows the sponsor to highlight their culture through captivating performances, gastronomy and entertainment from their destination, enchanting VIP guests throughout a lively evening. We will also provide an opportunity to showcase your destination through a presentation, ensuring maximum impact and attention.

PRICING*:	US\$
WTE (500 pax)	60,000

Networking Lunch / Dinner for 200 Buyers & Sellers Sponsorship



Sponsor a **networking lunch/dinner for 200 buyers & sellers** to gain one-to-one brand visibility among your target audience. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the lunch/dinner area. You will be provided with a self-standing display wall at vantage locations for putting up your publicity posters/logo/branding. You will also be given 15 minutes for A/V presentation.

PRICING:		US\$
WTE		33,000
* Additional USD 20,000 / INR 15,00,000 for Cocktail		

Exclusive Hosted Breakfast / Tea Break (Upto 150pax.) Sponsorship



Welcome your buyers with a treat! Sponsor a **Networking Breakfast / Coffee Break** for a selective interaction with 30-50 buyers & sellers to maximize exposure among your target buyers. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the breakfast / tea break area.

PRICING:		US\$
WTE		16,000



Hosted Buyer Program Sponsorship



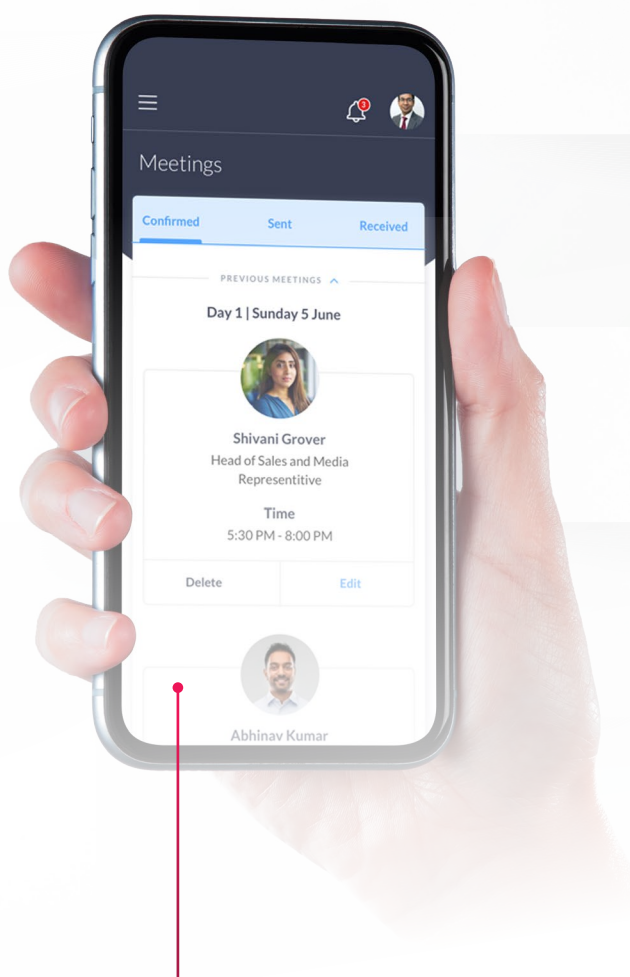
Hundreds of hand-picked **pre-qualified buyers** from important source markets in India are flown from all the major cities of India and neighboring countries to our shows. These include top buyers from the travel trade, MICE and business travel segments, who are selected through a rigorous process. Sponsors and co-sponsors of the Hosted Buyer Program will capture their attention, at a relatively low cost, on the first-come basis.

It provides you with exclusive branding experience to a highly-targeted segment.

PRICING:		US\$
WTE		33,000



Event App Sponsorship



The **Event App** is the ultimate companion of each and every participant of the show. Get unprecedented visibility in the app. Exhibitors, visitors and speakers will be logging in to schedule their meetings, check the event agenda, view the floorplan and get the relevant show information. Your logo will be displayed right at the launch of the app, throughout the navigating experience generating fabulous brand recall. Every meeting request and confirmation email sent carries your branding and your banners appear on every screen inside the app, keeping you at the forefront of every buyer interaction before the show even starts.

PRICING:		US\$
WTE		20,000



Forum Keynote Sponsorship



Get your brand exclusive prime time with a 30 min **Forum Keynote** on the Open Stage of the show. Be part of the Leaders of Travel & Tourism and share your views with a dedicated audience. The Forum is one of the most well-attended programs of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

PRICING:		US\$
WTE		27,500



Forum Knowledge Partner Sponsorship



Get your brand exclusive visibility at the Forum. Your logo and brand will be featured as the **Forum Knowledge Partner** of the Forum. Be part of the Leaders of Travel & Tourism and share your views with a dedicated audience. The Forum is one of the most well-attended programs of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

PRICING:		US\$
WTE		22,000



Roadshow for Travel Trade Sponsorship



You can conduct an **exclusive roadshow** for the travel trade, which will be facilitated by Fairfest. You get an opportunity to showcase the destination to a filtered audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. We will provide a complete roadshow solution for 100 travel trade members.

PRICING:		US\$
WTE		22,000



Presentation at the Show (30–45 min) Sponsorship



Get your brand on prime time at the show with a 30 to 45 min exclusive presentation: **Destination Presentation - Travel Tech - MICE - Product Presentation**. Be part of the leaders and share your insights / products / services with a dedicated audience.

Ensure undivided attention to your brand, products and/or promotions and maximum visibility during the exhibition.

PRICING:		US\$
WTE		5,500



In-venue Sponsorships



PRICING:	US\$
Entrance Boulevard Bunting Sponsorship	20,000
Entrance Sponsorship	33,000
In-Hall Drop Down Banner (Bunting) Sponsorship	25,500
Hanging LED Screen Sponsorship	16,500
Registration Area Sponsorship	33,000
Pillar Branding Sponsorship	22,000
Exclusive Video Advertisements on LED Wall Sponsorship	16,500
Wall Branding Walkway Billboards Sponsorship	2,750
Billboards Sponsorship	20,000
Co-Branded Volunteer & HelStaff Gear Sponsorship	15,000
Hall Layout Plans Sponsorship	11,000



Marcom Sponsorships



PRICING:	US\$
Travel News Digest e-daily Sponsorship	1,375
Dedicated Emailer Sponsorship	1,500
Website Banner Sponsorship	1,000
Newsletter Sponsorship	1,000

SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Host



Global Sponsor



Official Airline and Global Sponsor



Guest Country



Global Partner



Platinum Sponsors



Premium Sponsors



Explorer Sponsors



Institutional Partners



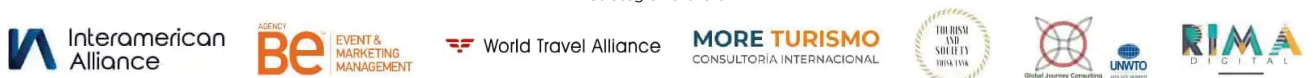
Association Partners



Media Partners



Strategic Partners



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