



## SPONSORSHIP OPPORTUNITIES

Explore sponsorship opportunities with us to give your brand great visibility and boost your outreach in the U.S. travel market.



# Make Your Brand Stand Out

WTE Miami reinforced its leadership in America as the leading b2b travel trade show in the region.

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

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

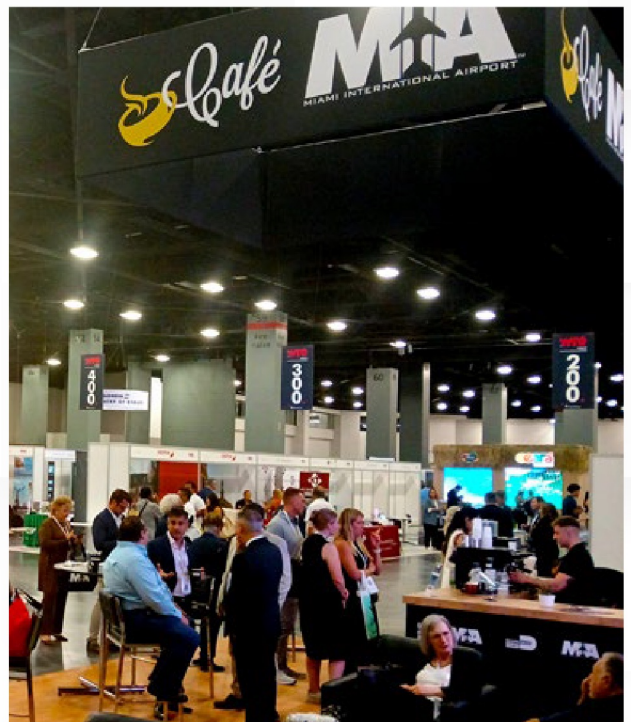
## Why WTE Miami?

WTE Miami 2026 will set new benchmarks as American travel trade show. WTE Miami 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 Miami 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 Miami 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 / City Sponsorship



Be the Official **Host Country** of the show and maximize your reach among 7,000+ 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 Miami Website - **Exclusive**
- Dedicated Press Release as host country through our PR partners - **Exclusive**
- Dedicated slot for Cultural Presentation during the WTE Miami Inaugural program - **Exclusive**
- Digital, PR & Media Coverage pre-event, during and post-event - **Exclusive**
- Pinned posts for Social Media Promotion on WTE Miami channels - **Exclusive**
- Pinned advertisements in Travel News Digest: Website and App - **Exclusive**
- Your Video on WTE Miami social media handles
- Logo in all marketing campaigns (email, social media) as host country
- 1 Advertisement in WTE Miami Exhibition E-Directory

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

PRICING:	US\$
WTE Miami	150,000

### FLAGSHIP (EXCLUSIVE)

#### MARKET LEADERSHIP

Recommended Sponsorship	Best For	Level Of Audience Reach <small>* Footfall volume * Frequency of exposure * Duration of visibility</small>	Level Of Buyer Access <small>* Presence of hosted buyers * Generate conversations &amp; conversions * Time spent with high-quality buyers</small>	Level Of Brand Visibility <small>* Visual dominance * Placement at the show * Brand recall</small>
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 <small>* Footfall volume * Frequency of exposure * Duration of visibility</small>	Level Of Buyer Access <small>* Presence of hosted buyers * Generate conversations &amp; conversions * Time spent with high-quality buyers</small>	Level Of Brand Visibility <small>* Visual dominance * Placement at the show * Brand recall</small>
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 <small>* Footfall volume * Frequency of exposure * Duration of visibility</small>	Level Of Buyer Access <small>* Presence of hosted buyers * Generate conversations &amp; conversions * Time spent with high-quality buyers</small>	Level Of Brand Visibility <small>* Visual dominance * Placement at the show * Brand recall</small>
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 <small>* Footfall volume * Frequency of exposure * Duration of visibility</small>	Level Of Buyer Access <small>* Presence of hosted buyers * Generate conversations &amp; conversions * Time spent with high-quality buyers</small>	Level Of Brand Visibility <small>* Visual dominance * Placement at the show * Brand recall</small>
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	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★



# Official Partner Airline Sponsorship (Exclusive)



Become the **Official Partner Airline** of the Show. Maximise your visibility amongst a targeted audience of buyers, decision makers and business heads from Pan-America. Highlight your brand and offers to 7,000 trade visitors in the best setting.

#### Inclusions:

- Your Logo as Official Partner Airline on the WTE Miami Website - Exclusive
- Digital, PR & Media Coverage pre-event, during and post-event
- Your Video on WTE Miami social media handles
- 1 Advertisement in WTE Miami Exhibition E-Directory
- Title Sponsorship for the VIP reception to be hosted by WTE. Option to raffle tickets.

PRICING:	US\$
WTE Miami	50,000



# Featured Airline Sponsorship



Become the **Featured Airline** of the Show. Maximise your visibility amongst a targeted audience of buyers, decision makers and business heads from Pan-America. Highlight your brand and offers to 7,000 trade visitors in the best setting.

**Total:** 3 opportunities.

**Inclusions:**

- Your Logo as Featured Airline on the WTE Miami Website
- Your Video on WTE Miami social media handles
- 1 Advertisement in WTE Miami Exhibition E-Directory



PRICING:		US\$
WTE Miami		30,000



# Official Partner Hotel Sponsorship (Exclusive)

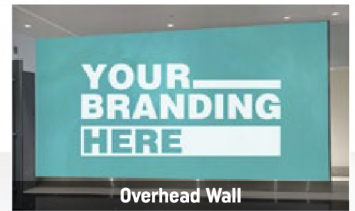
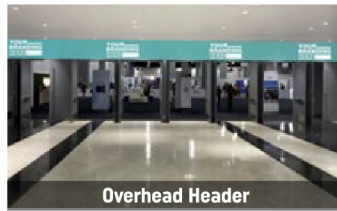
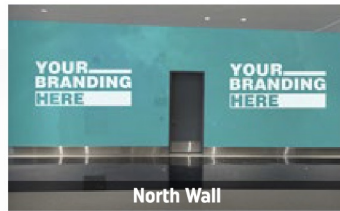


Be the **Official Partner Hotel** of the Show. Maximise your visibility amongst a targeted audience of buyers, decision makers and business heads from Pan-America. Highlight your brand, properties and offers to 7,000 trade visitors in the best setting.

PRICING:	US\$
WTE Miami	50,000



# In-venue Sponsorships



## PRICING:

US\$

North Wall	25,000
Overhead Header	15,000
Overhead Wall	20,000
1st Floor Columns	10,000
Entrance Branding - Digital Kiosks (LED HD Screen 65" Display; Resolution - 1080x 1920; Total - 8 nos.)	2,500
West Lobby LED Video Wall (18' H x 32' W; Resolution - 3360 x 1890; Total: 2 nos)	7,500 per day
West Lobby Middle LED Video Wall (9' H x 16' W; Resolution - 1920 x 1080; Total: 2 nos)	7,500 per day
Ballroom & Exhibit Hall Displays (LED HD Screen Display 32")	2,500
Rectangle Sign (10' W x 3' H) (120" x 36")	10,000
Rectangle Sign (12' W x 3' H) (144" x 36")	12,000
Ring (Round) (Sign 10' Diameter x 3' H)	10,000
Ring (Round) (Sign 12' Diameter x 3' H)	10,000
Square Sign (10' x 10' x 3' H)	12,000
Square Sign (12' x 12' x 4' H)	14,000
Triangle Sign (10' W x 3' H)	10,000
Triangle Sign (12' W x 4' H)	10,000
Registration Area Sponsorship	20,000
Hall Layout Plans Sponsorship	10,000
West Lobby Exterior Windows	45,000
West Lobby Upper Banner	17,000
West Lobby Lower Banner	9,000



# 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 Miami (Quantity: 7,000 Nos)	20,000



# 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 his/her card by using the event app SnapCard, your logo will catch their eye.



PRICING:	US\$
WTE Miami (Quantity: 7,000 Nos)	20,000



# 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 Miami	20,000



# 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 Miami	30,000



# 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 Miami Inaugural panel discussion, bringing your destination on a global stage.

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



# Gala Opening Dinner Sponsorship



The **Gala Opening 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 Miami (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. Cocktails can be served at an additional cost.

PRICING:	US\$
WTE Miami - Day 1	30,000
WTE Miami - Day 2	25,000

# Exclusive Hosted Breakfast

(Upto 100pax.)  
Sponsorship



Welcome your buyers with a treat! Sponsor a **Networking Breakfast** 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 area.

PRICING:		US\$
WTE Miami		15,000



# Hosted Buyer Program Sponsorship



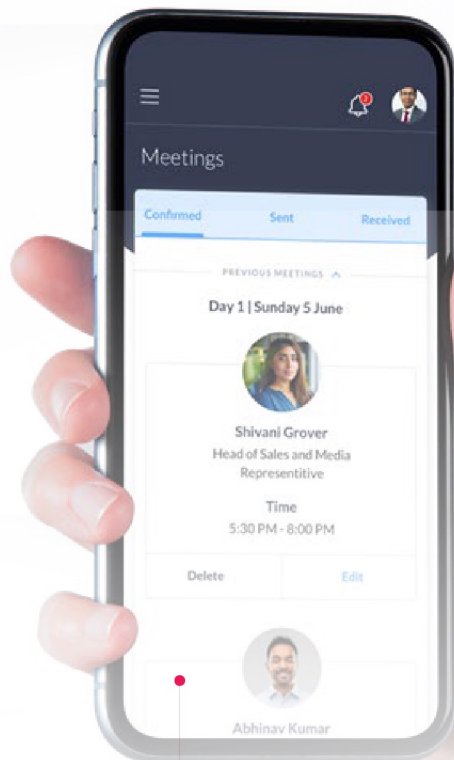
Hundreds of hand-picked **pre-qualified buyers** from important source markets in the U.S. are flown from all the major cities of U.S. and neighbouring countries to our shows. These include top buyers from the travel trade, MICE and business travel segments, who are selected through a rigorous process. 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 Miami		25,000



# 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 Miami		10,000



# 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 programmes of the show, bringing together CxOs from the biggest travel brands in the Americas for a set of inspiring panel discussions on the future of travel in the U.S. and beyond.

PRICING:	US\$
WTE Miami	10,000



# 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 programmes of the show, bringing together CxOs from the biggest travel brands in the Americas for a set of inspiring panel discussions on the future of travel in the U.S. and beyond.

PRICING:	US\$
WTE Miami	20,000



# 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 Miami	15,000



## Presentation at the Show (30 - 45 min) Sponsorship



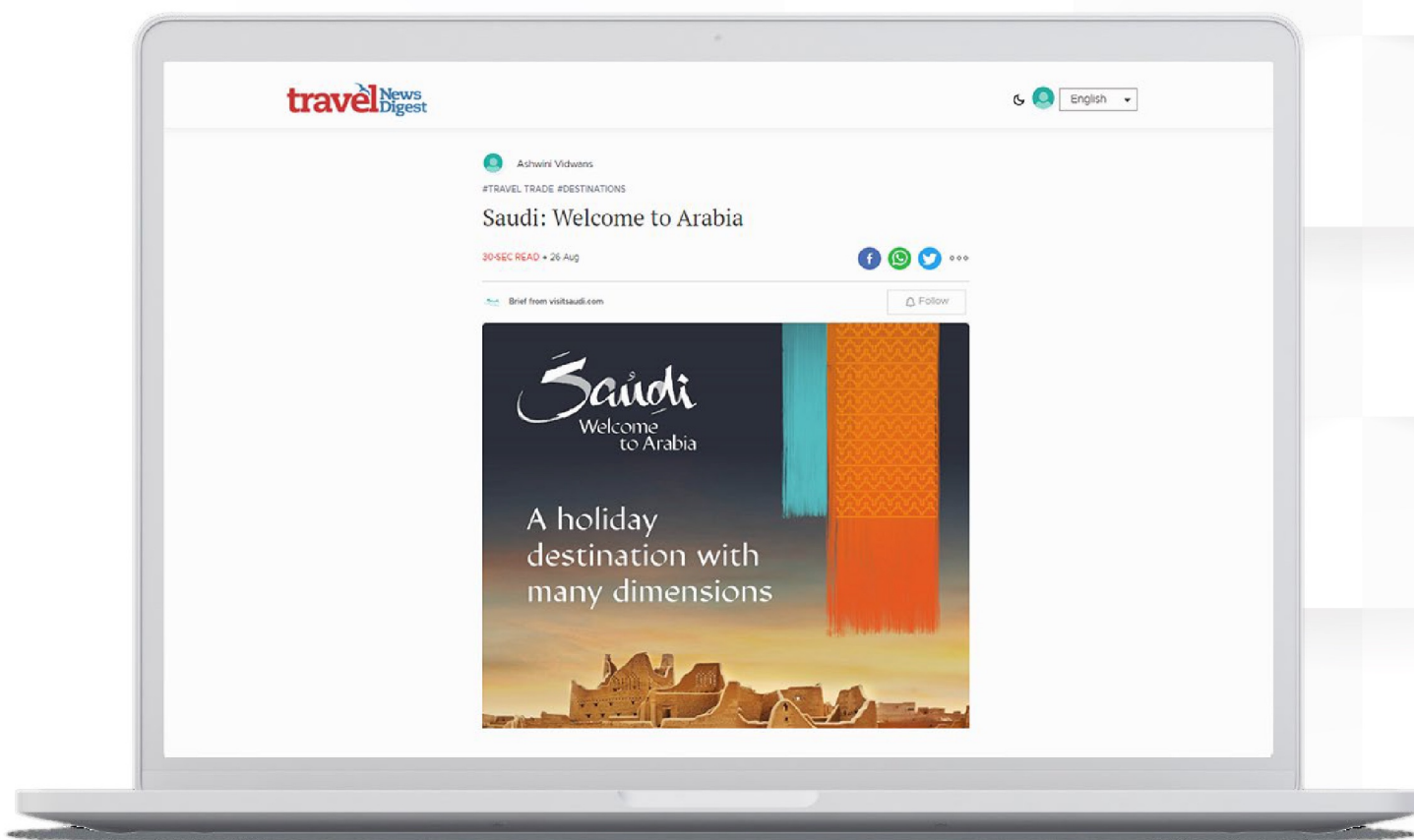
Get your brand on prime time at the show with a 30 to 45 min exclusive presentation: **Destination Presentation - Travel Tech - MICE - Product Presentation**. Be part of the leaders and share your insights / products / services with a dedicated audience.

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

PRICING:	US\$
WTE Miami	5,500



# Digital Marketing Sponsorships



## PRICING:

US\$

Travel News Digest e-daily Sponsorship	1,500
Dedicated Emailer Sponsorship	1,500
Website Banner Sponsorship	1,000
Newsletter Sponsorship	1,000

# SOME OF OUR PARTNERS AND SUPPORTING ORGANIZATIONS

Host



Global Partners



Official Airlines



Guest Countries



Platinum Sponsors



Premium Sponsors



Explorer Sponsors



Partner Sponsors



Partner Sponsors



Educational Sponsor



Official e-SIM Partner



Institutional Partners



Institutional Partners



Association Partners

Association Partners



Media Partners



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