

WTM AFRICA SPONSORSHIP OPPORTUNITY



FLOOR TILES

The carpeted aisle ways present exhibitors with a great opportunity to promote their presence at the show by using a series of 1 metre square floor posters. The floor posters can be printed using the very latest digital technology to reproduce company logos, imagery or messages that will grab visitors' attention as they move around WTM Africa. Floor posters are a highly effective and fun way to generate stand traffic and increase visibility either close to or away from your stand.



wtm.africa.com

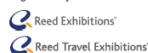
wtmafrica.helpline@reedexpoafrika.co.za

+ 27 (0) 11 549 8300

Host City



Organised by:



Member of:



Part of:

AFRICA | TRAVEL | WEEK®

ADDITIONAL MARKETING INCLUSIONS



Pre event

- **Website listing** - promotion on WTM Africa website (www.wtmafrica.com):
 - Logo and 50-word profile on Partners Page
- **Social Media Marketing** - Posts on WTM Africa Social Media Marketing: a logo, 50-word profile, sharing of any newsworthy stories / photos
- **Blog** - Opportunity to contribute to the WTM Africa blog featured on the website and social media
- **PR** - Feature in a Press Release
- **Email Communications** - Feature in WTM Africa eShots to our database
- **Digital Preview Guide** - Listed in the WTM Africa Preview Guide (Logo and Association Name) available on the WTM Africa website and promoted on Social Media & in eShots

During event

- **Printed WTM Africa Catalogue** – Logo and association name on the Association Partners page included in the official WTM Africa catalogue, available to all visitors
- **Display Marketing Collateral** – Display one type of marketing collateral in the Press Lounge
- **Onsite branding presence** – logo on partnership branding around WTM Africa

Post event

- **WTM Africa website** – continued listing on the website until June 2018
- **Digital Review Guide** - Listed in the WTM Africa Review Guide (Logo and Association Name) available on the WTM Africa website and promoted on Social Media & in eShots