

# WTM AFRICA SPONSORSHIP OPPORTUNITY



## FEATURE AREA: REGISTRATION

Ensure your brand is seen by all visitors and senior level buyers at the registration area with this high impact sponsorship opportunity. This opportunity offers the significant awareness to all visitors and exhibitors at WTM Africa. Exclusive sponsorship of the pre-event registration process and registration desks onsite.



[wtm.africa.com](http://wtm.africa.com)

[wtmafrica.help@reedexpoafrika.co.za](mailto:wtmafrica.help@reedexpoafrika.co.za)

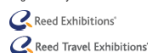
+ 27 (0) 11 549 8300

Host City



CITY OF CAPE TOWN

Organised by:



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# ADDITIONAL MARKETING INCLUSIONS



## Pre event

- **Website listing** - promotion on WTM Africa website ([www.wtmafrica.com](http://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

[wtm.africa.com](http://wtm.africa.com)

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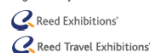
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