

WTM AFRICA SPONSORSHIP OPPORTUNITY



wtm
AFRICA
Cape Town, 18-20 April 2018



HANGING BANNERS – OUTSIDE HALLS / IN CONSERVANCY

Located outside the hall entrance, this is the ideal place to catch the visitors and exhibitors' eye. Banners are single sided. The sponsor will have a choice on door preference on a first on a first come first serve basis.



**2 BANNERS
(X6 AVAILABLE)**

wtm.africa.com

wtmafrica.help@reedexpoafrika.co.za

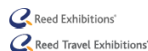
+ 27 (0) 11 549 8300

Host City



CITY OF CAPE TOWN

Organised by:



Reed Travel Exhibitions

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

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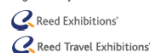
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