

35TH PHILIPPINE TRAVEL MART

SPONSORSHIP PACKAGE

SEPT. 6 - 8, 2024
SMX CONVENTION CENTER MANILA



EVENT PROFILE

The Philippine Travel Mart (PTM), started purely as an exhibition aimed to boost the trade and consumer market with the support of the Department of Tourism, embraced its mandate in 1994 when the Philippine Tour Operators Association (PHILTOA) took responsibility for organizing, managing, and operating its flagship project, the PTM. Since then, the PTM has grown to become the longest-running and most exciting interactive exposition of Philippine destinations, offering new surprises each year.

THE ORGANIZERS



The Philippine Tour Operators Association (PHILTOA), Inc. is an organization of tour operators and allied members actively involved in the advocacy of responsible tourism. It was founded on 12 June 1986 as a non-stock and non-profit organization. The membership includes travel agencies, hotels, resorts, transportation companies, handicraft stores, and other tourism-oriented establishments and associations.

2024



THEME:



DATES:

SEPTEMBER 06 - 08, 2024

VENUE:

SMX CONVENTION CENTER MANILA, PASAY



SPONSORSHIP PACKAGE

BENEFITS AND PRIVILEGES



SPONSOR ENTITLEMENTS	PHP2,000,000.00	PHP750,000.00	PHP500,000.00	PHP100,000.00
Billing in all print ads and events supplements	CO-PRESENTOR	MAJOR SPONSOR	MINOR SPONSOR	SUPPORTED BY
Exhibition space	One (1) 9m x 6m Pavilion	One (1) 9m x 4m Pavilion	Two (2) 3m x 4m Prime	—
Name and/or Logo in all relevant marketing collaterals pre-event, during and post event materials. <i>(official event backdrop, posters, flyers, banners, and DIGITAL show Directory)</i>	✓	✓	✓	✓
Stage time per day during the 3-days event	One 25-minute daily	25-minute for 2 days	25-minute for 1 day	AVP
Live Acknowledgement in all event activities	✓	✓	✓	✓
Company Logo Exposure in PTM website <i>(Hyperlinked to the sponsor site)</i>	✓	✓	✓	✓
Dedicated posts in PTM FB account	✓	✓	✓	—
Opportunity to distribute giveaways, loot bags or sample product within its exhibition area	✓	✓	✓	—
Invitation to PTM media activities.	ALL	ALL	Selected	Selected
Dedicated email blast to PHILTOA Member database	✓	✓	✓	—
Dedicated Hall Banners	✓	✓	✓	—
Access of company sellers in the exhibition area	✓	✓	—	—
Special invites to the PTM Opening Ceremony	✓	✓	✓	✓
FREE entrance tickets to the Travel Mart expo	200	100	50	10



OPENING CEREMONY



ON-STAGE EXPOSURE



ON-DISPLAY TEASER



DESIGNATED EXHIBITION SPACE



STAGE TIME / PRESENTATION



DIGITAL MARKETINGS PLACEMENTS

The photos shown in the exhibits were from previous PTM co-presenters.

2023 EXHIBITORS: 212

2023 FOOT TRAFFIC: 53,611

2023 EVENT SALES: PHP 240M