



SPONSORSHIP AND **ACTIVATIONS**



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www.btmbrasil.com.br

SPONSORSHIP PACKAGES

ITEMS	QUOTAS		
	PREMIUM	EXECUTIVE	CLASS
EXHIBITION AREA			
50 m ² booth (flooring + installation)	●		
BRAND PLACEMENTS			
Logo and video on the foyer LED screen	●	●	●
Logo and video at the Opening Ceremony	●		
Logo on the event staff's shirts	●		
Logo on the trade invitations (print and online)	●		
Video on 5 totems in the corridors	●	●	●
Featured on the btmbrasil.com.br website (1,000 visits/month)	●	●	●
VIAGEM CLASSE A OFFICIAL MAGAZINE (bimonthly publication)			
Full page	1 edition	1 edition	1 edition
ADDITIONAL COUNTERPART OBLIGATIONS			
Mention at the Opening Ceremony	●	●	●
01 hour of training (complete audiovisual setup)	●	●	●
SOCIAL MEDIA			
Posts on social media (Instagram oficial)	6 posts	4 posts	2 posts
ENVIRONMENTAL AND SOCIAL COUNTERPARTS			
Training for future tourism professionals (limited to 50 students)	●	●	●
Selective waste collection at the event	●	●	●
INVESTMENT	USD 155,555.00	USD 111,111.00	USD 66,665.00

BRAND ACTIVATION LEVELS

01 QUOTA PREMIUM

Training Room Sponsorship	USD 4,445.00
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Instagram posts (3x)	USD 665.00
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E-mail marketing (3x)	USD 665.00
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Banner on website (1/month)	USD 445.00
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Video on LED Totems	USD 1,222.00
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Floor sticker (10 units)	USD 2,225.00
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Full-page magazine spread	USD 2,225.00
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Chair cover with logo (200 units)	USD 2,225.00
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TOTAL INVESTMENT	USD 14,111.00
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BRAND ACTIVATION LEVELS

02 QUOTA EXECUTIVE

Video on LED Totems	USD1,222.00
Instagram posts (3x)	USD665.00
E-mail marketing (2x)	USD445.00
Banner on website (30 days)	USD445.00
Floor sticker (5 units)	USD1,111.00

TOTAL INVESTMENT USD 3,888.00

03 QUOTA CLASS

Instagram posts (1x)	USD 222.00
E-mail marketing (1x)	USD 222.00
Banner on website (15 days)	USD 266,00
Video on LED Totems	USD1,222.00

TOTAL INVESTMENT USD 1,932.00

TRAINING ROOM

A space where travel industry professionals can access training sessions and updates on products and tourist destinations. It features a complete audiovisual setup and a seating capacity of 30.



USD 1,333.00

(One thousand three hundred thirty-three dollars)

*ILLUSTRATIVE IMAGE

Capacitação BTM
24 de outubro de 2025
Centro de Eventos do Ceará

VIDEO IN THE TRAINING ROOM

A video every hour, between training sessions.



USD 2,225.00

(Two thousand two hundred twenty-five dollars)

*ILLUSTRATIVE IMAGE

Capacitação BTM – Sala Thiago Akira
24 de outubro de 2024
Centro de Eventos do Ceará

BUSINESS MATCHMAKING SESSION

Twenty meetings, 5 minutes each, with 200 travel agents, totaling 140 minutes of great networking.



USD 1,333.00

(One thousand three hundred thirty-three dollars)

*ILLUSTRATIVE IMAGE

Rodada de Negócios BTM
23 de outubro de 2025
Centro de Eventos do Ceará

140 M² LED SCREEN

A massive 35m x 4m panel. It offers 140m² of high-definition display, delivering information and impact for your brand through images and videos.



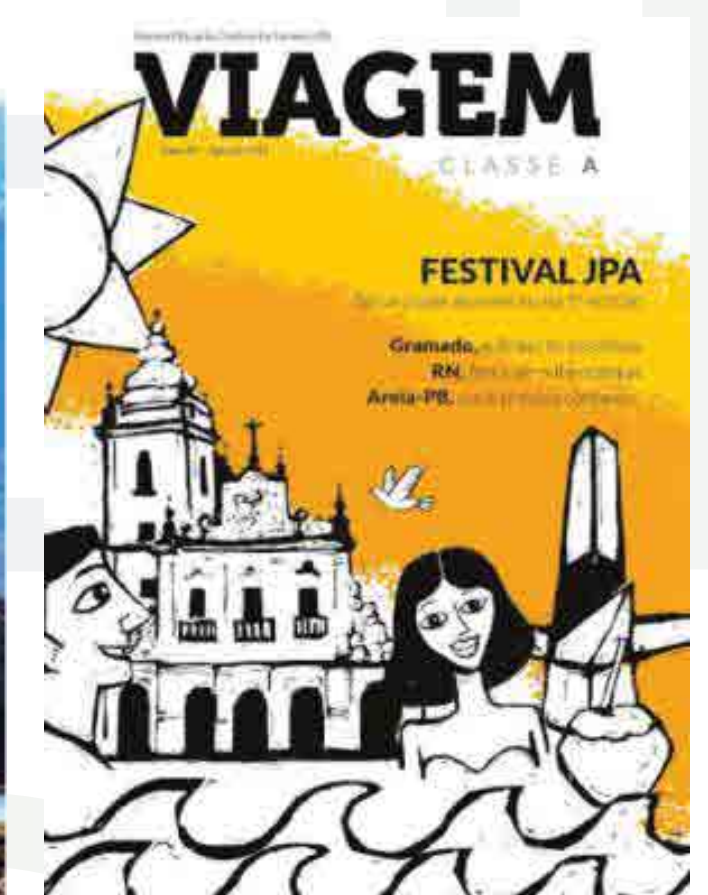
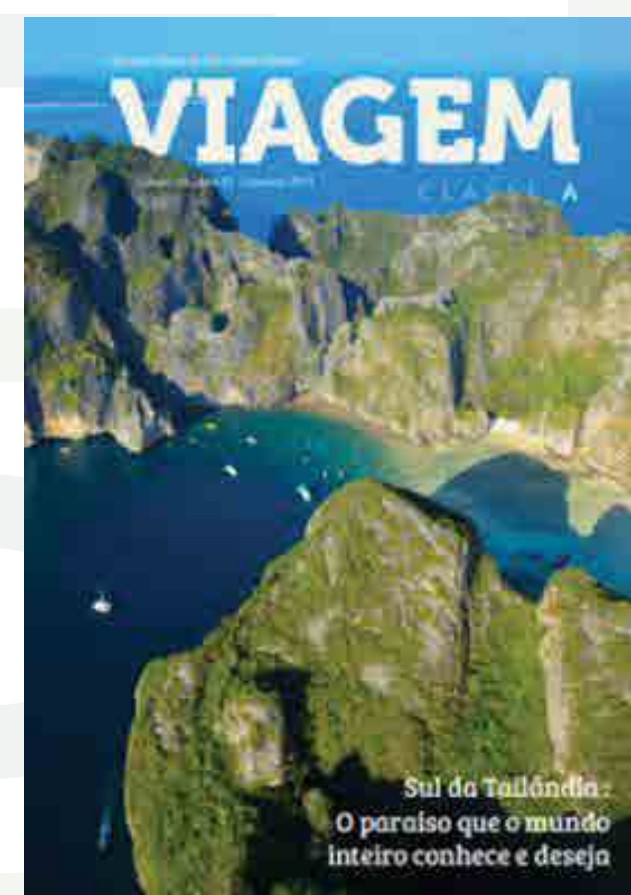
USD 4,444.00

(Four thousand four hundred forty-four dollars)

*ILLUSTRATIVE IMAGE

PAGE IN VIAGEM CLASS A MAGAZINE

A publication presenting disruptive approaches to tourism, offering a fresh perspective on the phenomena of tourism reality. [CLICK HERE TO READ THE FULL MAGAZINE](#)



USD 2,225.00

(Two thousand two hundred twenty-five dollars)

MARK ON THE BACKREST COVER



Layout available upon request. Placement on seats at the Opening Ceremony or training sessions.



USD 2,225.00

(Two thousand two hundred twenty-five dollars)

*ILLUSTRATIVE IMAGE

LED TOTEMS

10 high-definition panels distributed throughout the event corridors—delivering information and making an impact in promoting your brand through images and videos.



USD 1,222.00

(One thousand two hundred twenty-two dollars)

*ILLUSTRATIVE IMAGE

NEWSLETTER

Sent via the RD Station platform. Lead list with over 45,000 emails.

R\$ 222.00/ cost per
send
(Two hundred twenty-two dollars)

*ILLUSTRATIVE IMAGE

BRAND ON THE SHIRT

Placement options on the shirt sleeves and back. Non-exclusive. A frequent and lasting memento for BTM visitors.



USD 2,225.00

(Two thousand two hundred twenty-five dollars)

*ILLUSTRATIVE IMAGE

LANYARD

Brand placement on the badge lanyard. Exclusive sponsorship slot. Layout subject to consultation.



USD 3,333.00

(Three thousand three hundred thirty-three dollars)

*ILLUSTRATIVE IMAGE

ITEMS AVAILABLE UPON REQUEST



BRAND ON FLOOR



BTM PARTY



***BRAND PROMOTION
ON SOCIAL MEDIA***



OFFICIAL EVENT BAGS



***ROADSHOW
BBC EVENTS***



***BRAND PLACEMENT
ON THE BTM WEBSITE***



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