



# PATA TRAVEL MART 2023

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*Sponsorship Opportunities*

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For more info:  [sponsorship@pata.org](mailto:sponsorship@pata.org)

**In Person Event**



SINCE 1951

PATA is a not-for-profit membership-based association that acts as a catalyst for the **responsible development of travel and tourism** to, from, and within the **Asia Pacific region**.



Connecting both **private & public** sector members



## Our Approach

- Global issues with local relevance
- Insights and intelligent travel solutions
- Catalyst for partnerships and opportunities

To serve as a catalyst for the development of responsible travel and tourism to, from and within the Asia-Pacific region.

# MISSION

# VISION

To advance travel as Force for Good. Become the most respected, most valued and industry-leading travel association for the Asia-Pacific region

# PATA Global Network

with Asia-Pacific Focus

## Alliance Partners



GOVERNMENTS

INDUSTRY BODIES

HOTEL GROUPS & PROPERTIES

RESEARCH & CONSULTING GROUPS

UNIVERSITIES

All INDUSTRY MNCs & SMEs  
(Media, financial services, technology, retail, etc.)

DEVELOPMENT AGENCIES, NGOs

TRAVEL TECH STARTUPS, DMCS, TOUR OPERATORS & AGENCIES

2,000+ UNIVERSITY STUDENTS (YOUTH)

## PATA Member Network

### Representation from Across the Entire Travel Ecosystem

- Government bodies - national, state and city level
- Educational institutions
- MNCs and SMEs
- and Others

# Sustainability Commitment for PATA events

PATA is committed to hosting carbon neutral events. We believe that it is our responsibility to minimise our impact on the environment and to create a more sustainable future.

**Join us in delivering sustainable and responsible events.**

## Carbon Reduction Strategy

Every PATA event is benchmarked with the carbon footprint of flights, local transportation, accommodation and meeting venues. The calculations follow international best practices developed and supported by our PATA members.



### Assess

Demand, consumption and impacts



### Reduce

Resources demand and consumption



### Implement

Reduction strategies



### Offset

Offset and benchmark

## Onsite Green Events Initiatives

At our events, we take carbon reduction seriously. From selecting high-efficient venues, ensuring waste is recycled, and reducing single-use plastics, we strive to minimise our carbon footprint.



Available shared transportation and public transport



Air-con temperature in meeting rooms set around 25 deg C



Meeting rooms that offer natural daylight



Serving locally-sourced food

## Offsetting

We understand that it is not always possible to reduce carbon emissions to zero. That is why we also opt for carbon offsets. They help to balance out the remaining emissions through projects that reduce or remove carbon dioxide from the atmosphere. By investing in these projects, we are able to make a tangible positive impact.

# Health & Safety Protocols for PATA events

## ON-SITE PROTOCOLS



**Hand washing to be encouraged per basic hygiene protocols**



**Masks are recommended at all times to protect yourself and others**



**Hand sanitizer to be provided at the facility**



**Facility staff to conduct disinfection regularly in areas frequently touched by visitors**

If you are feeling unwell and/or experiencing symptoms of COVID-19 onsite, please do not attend any functions and contact a PATA staff member immediately.

# Concept

Incredible India  
www.incredibleindia.org

PATA®  
Pacific Asia Travel Association

# PATA TRAVEL MART 2023

October 4-6 | New Delhi, India

Learn more



www.PATA.org



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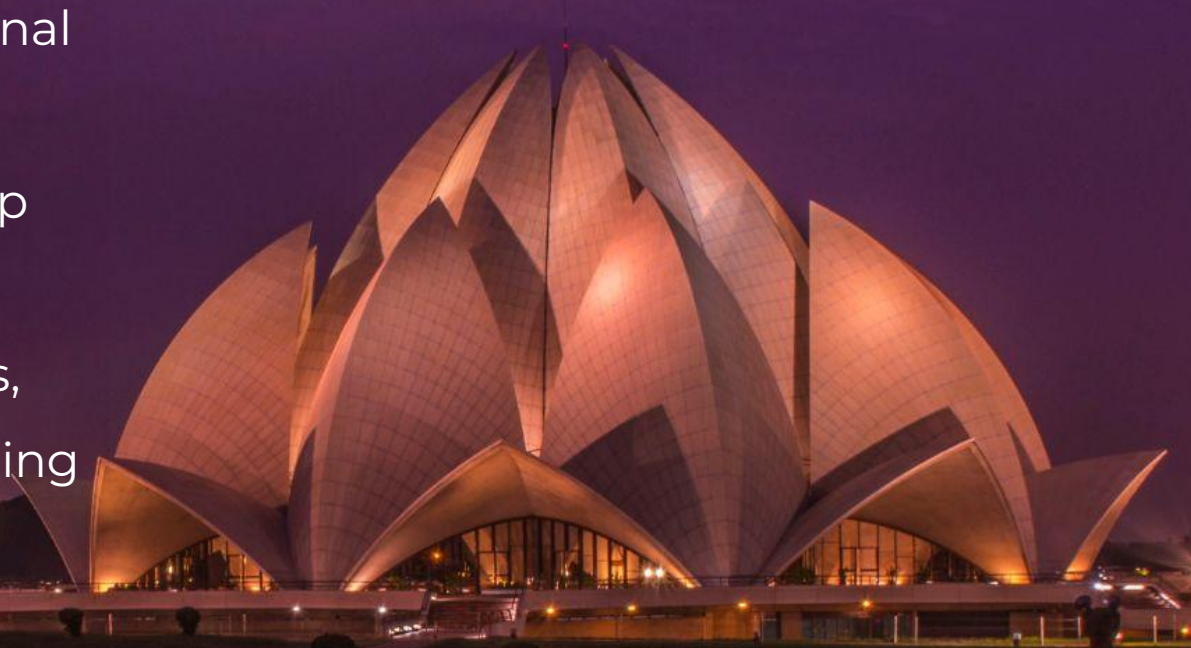
**Showcasing travel products and services primarily from the Asia Pacific region, drawing interest from international buyers from around the globe.**

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# PATA TRAVEL MART 2023

PATA Travel Mart (PTM) is Asia Pacific's international travel trade exhibition featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.



# ABOUT PATA TRAVEL MART 2023

Established in 1978, PATA Travel Mart (PTM) connects travel sellers from the host destination and worldwide with pre-qualified, hosted buyers through 1-1 meeting appointments. Alongside the travel mart, the event features insights through the one-day PTM Conference, local tours of the host destination and hosted social functions.



## OUR TARGET

**1000+**  
Delegates

**60+**  
Destination

**250+**  
seller companies  
trading with qualified  
buyers

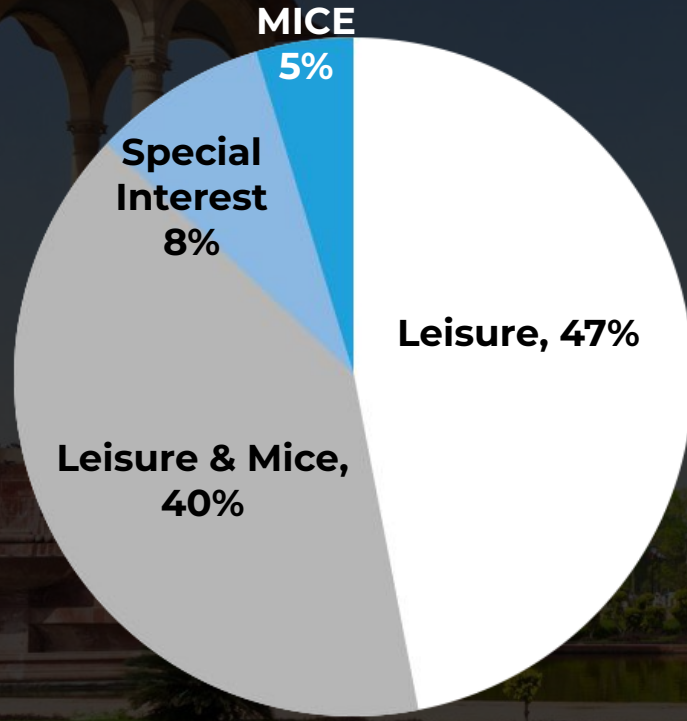
# PEOPLE YOU MEET

PATA Travel Mart attracts more than  
**1,000 delegates** from over  
**60 destinations** around the world..

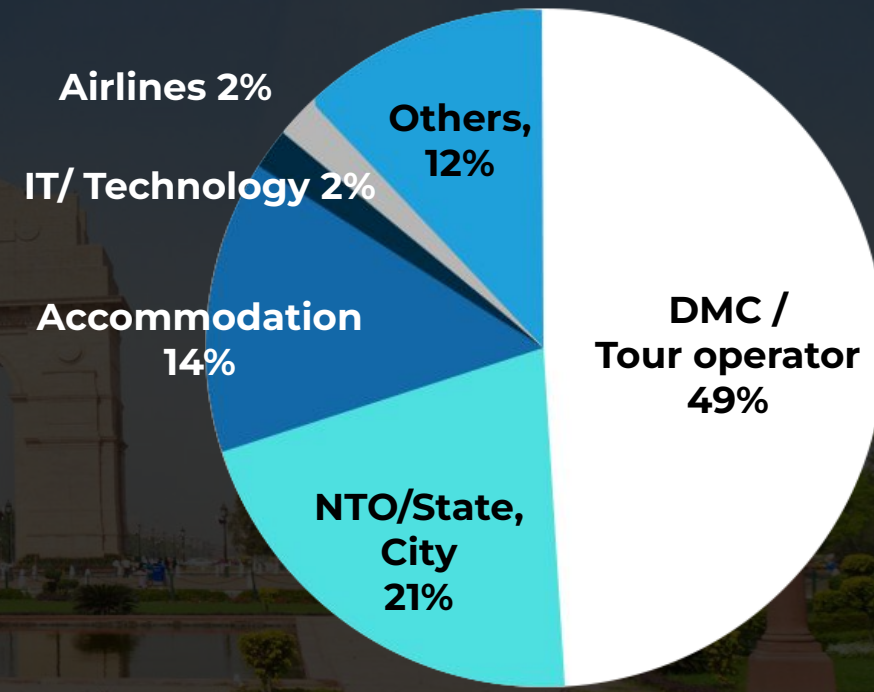


# BUYER AND EXHIBITOR PROFILES AT PTM 2019

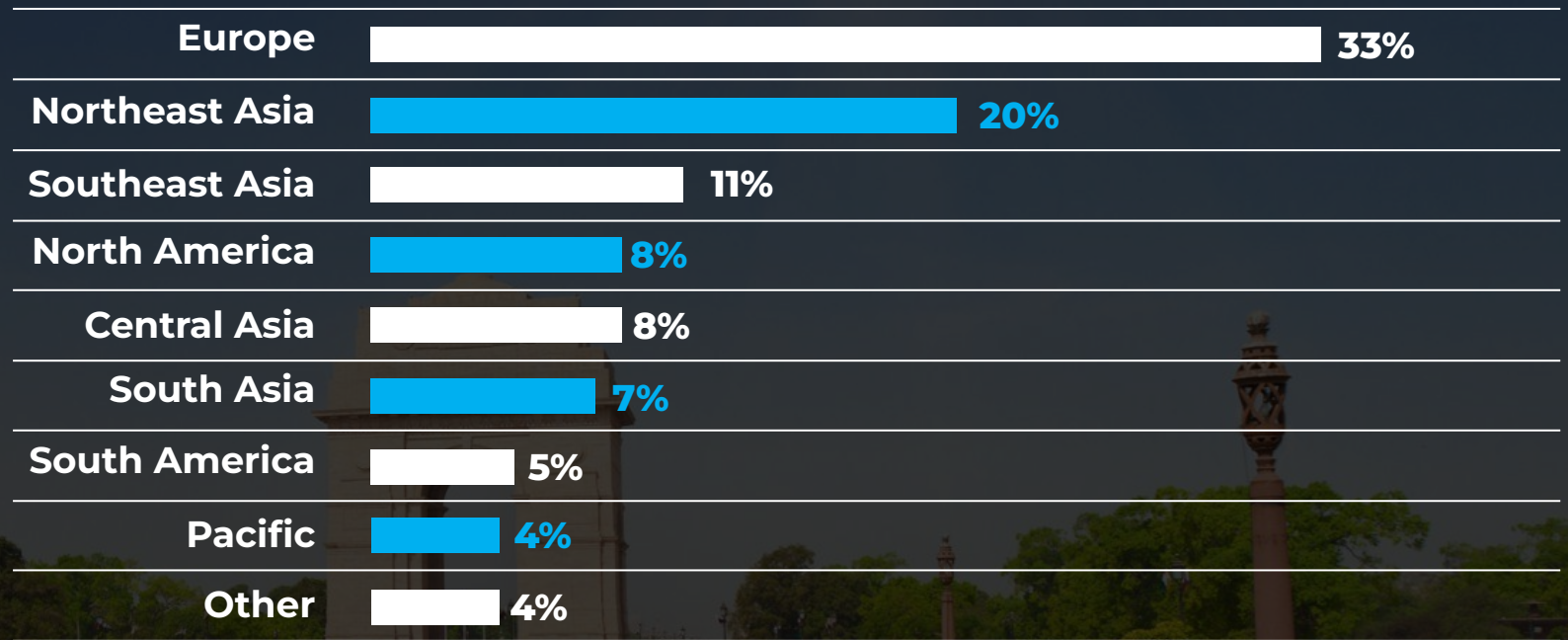
## Buyer Profiles



## Exhibitor Profiles

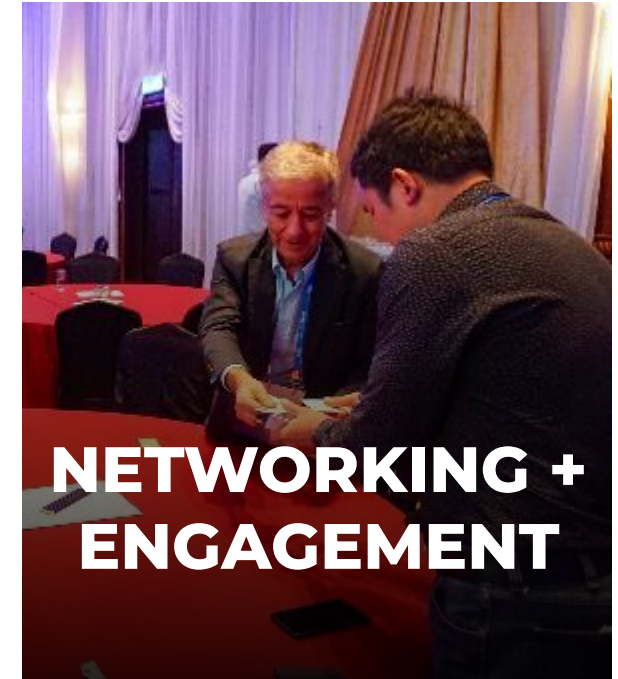
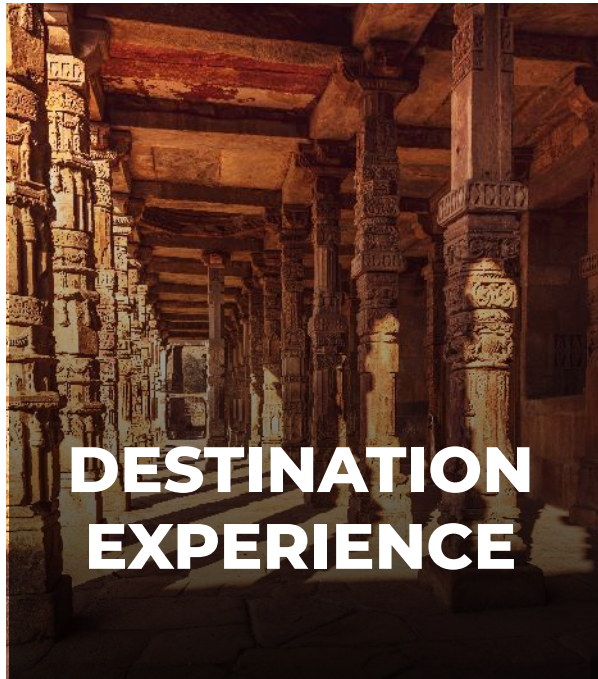


# HOSTED BUYER PTM 2019



# PROGRAM STRUCTURE

3 Days – Programme



Established in 1978, PATA Travel Mart (PTM) connects travel sellers from the host destination and worldwide with pre-qualified, hosted buyers through two days of 1-1 meeting appointments. Alongside the travel mart, the event features insights through the one-day PTM Conference, local tours of the host destination and hosted social functions.

# PROGRAM STRUCTURE

**3 Days – Programme**  
(subject to change)

<b>Tue, Oct 3</b> (Arrival)	<b>Wed, Oct 4</b> (Forum & Travel Mart)	<b>Thu, Oct 5</b> (Forum & Travel Mart)	<b>Thu, Oct 6</b> (Forum & Travel Mart)	<b>Fri, Oct 7</b> (Optional Tour)
<p><b>All day</b></p> <ul style="list-style-type: none"> <li>• Organiser Hall Move In/Raw Space Build Up</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>• Buyer/Seller/Media Delegate Registrations</li> </ul>	<p><b>All day</b></p> <ul style="list-style-type: none"> <li>• Buyer/Seller/Media Delegate Registration</li> <li>• PTM Forum</li> </ul> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Complimentary Half-day City Tour</li> <li>• PATA Youth Symposium</li> </ul> <p><b>Evening</b></p> <ul style="list-style-type: none"> <li>• PTM2023 Welcome Reception hosted by Ministry of Tourism, Government of India</li> </ul>	<p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Seller-meet-Buyer Open Hall Session</li> <li>• PTM2023 Business Session 1</li> <li>• PTM Talk</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>• PATA Gold Awards Lunch and Award Presentation hosted by Macao Government Tourism Office</li> <li>• PTM2023 Business Session 2</li> <li>• PTM Talk</li> </ul>	<p><b>All day</b></p> <ul style="list-style-type: none"> <li>• Trade Visitors Walk Around</li> </ul> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Open Hall Session</li> <li>• PTM2023 Business Session 3</li> <li>• PTM Talk</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>• PTM2023 Business Session 4</li> <li>• PTM Talk</li> </ul>	<p><b>All day</b></p> <ul style="list-style-type: none"> <li>• Departure or post self-paying tour</li> </ul>



# PATA TRAVEL MART 2023

Proposal



**October 4-6**



**1,000+**

Sellers/Buyers  
/Trade Visitors/ Media  
and Guests



Total Potential Reach:  
**+ 10,000 pax**

# PATA MARKETING REACH

**+18,600**

Member contacts

**+1,700**

Travel media outlets

**+1,000**

Virtual Attendees

**+300m**

Total potential reach (View)

**\$2.8m**

Advertising Value Equivalency

# PATA TRAVEL MART 2023

*Sponsorship Opportunities*

# PATA TRAVEL MART 2023

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES		PLATINUM	GOLD	SILVER
No.	Premium Sponsorships	(X4)		
1	Exhibition Booth (3 x 3 sqm)	3	2	1
2	Complimentary delegate registrations	4	3	2
3	Full attendee list with name, title, company (GDPR compliance). Sent once before and after the event	✓	✓	✓
4	Featured logo on Event App under 'Sponsors' tab with company profile	✓	✓	✓
5	Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)	✓	✓	✓
6	Brand exposure on PATA post-event wrap up eDM	✓	✓	✓
7	VIP seat at the conference & welcome dinner (as available)	2	1	
8	Website banner ad on the PATA website	1 month		
9	Promotional video on the TV screen at the event area	✓		
<b>PATA Members</b>		<b>\$12,000</b>	<b>\$10,000</b>	<b>\$ 6,000</b>
<b>Non Members</b>		<b>\$ 15,000</b>	<b>\$ 13,000</b>	<b>\$ 7,500</b>

# CONFERENCE

## PTM FORUM

Wednesday, October 4  
(1 opportunity, 3 hours session)

PATA member Fee : **\$ 12,000**  
Non-Member Fee : **\$ 15,000**

- Opportunity for sponsor organisations in hosting a session within the conference hall. Sponsor will conduct a PTM Forum to 100 PTM delegates over the 3 hours session.
- Content to be provided by sponsor. PATA will have editorial control, and support if the sponsor requires speakers recommendation.
- One (1) Exhibitor booth (3 x 3 sqm)
- One (1) delegate registration
- One (1) set appointment

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM



# CONFERENCE

## HOST A PTM TALKS

**October 5,**  
2 opportunities (morning & afternoon)  
**October 6,**  
2 opportunities (morning & afternoon)

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PATA member Fee : **\$ 2,500 x 1**  
Non-Member Fee : **\$ 3,500 x 1**

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# PTM 2023

Opportunity for sponsor organisations in hosting a small seminar area within the trade hall during coffee break.

Sponsor will conduct a **20 minute 'power' talks** to between 35-40 PTM delegates over the two-day event. This PTM Talks will allow each sponsor to engage and interact with a small group of delegates in an intimate session. Topics and style of 'Talk' can be determined by the sponsor and agreed by PATA to ensure maximum value and relevance for the delegates.

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

# BRAND AWARENESS OPPORTUNITIES

## Brand Media Lounge & Workroom

PATA member Fee : **\$ 8,000**

Non-Member Fee : **\$ 10,000**

The Media Lounge and Workroom is where invited journalists meet for networking and conducting informal interviews. This highly visible sponsorship will provide refreshments in the Media Lounge during business sessions. The sponsor is also encouraged to provide volunteers to staff the Media Lounge and Workroom throughout the event.

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM



**PTM 2023**

# BRAND AWARENESS OPPORTUNITIES

## NETWORK LOUNGE

- **Exclusive sponsorship**  
(one sponsor organisation)

PATA member Fee : **\$ 20,000**

Non-Member Fee : **\$ 30,000**

- **Joint sponsorship**  
(4 opportunities)

PATA member Fee : **\$ 8,000/each**

Non-Member Fee : **\$ 10,000/each**

The PTM2023 Network Lounge is a prominent open space area located on the exhibition floor. It is designed as a central meeting point for all delegates during scheduled coffee breaks and evening social hours. Sponsor organisations(s) will be provided with facilities to display promotional collateral in this high-traffic area.

- Exclusive sponsorship (one sponsor organisation)
- Joint sponsorship (up to three participating sponsors)

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM



# PTM 2023



# BRAND AWARENESS OPPORTUNITIES

## LANYARDS SPONSOR

PATA member Fee : **\$ 8,000**

Non-Member Fee : **\$ 10,000**

- Sponsor to provide 1,000 lanyards
- Lanyard to be distributed to all delegates at the registration desk
- One (1) complimentary delegate registration

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM



# PTM 2023

# BRAND AWARENESS OPPORTUNITIES

## EVENT APP

Sponsorship Cost : **\$ 12,500**

- Exclusive sponsorship of mobile app
- One (1) complimentary delegate registration
- Sponsor mention in communication to all delegates announcing the mobile app live date
- Logo recognition on home page of event app
- Business profile to be included in the sponsor profile page of the event app

### Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM



# PTM 2023

**PATA**<sup>®</sup> **FACE OF THE  
FUTURE**  
Pacific Asia Travel Association **2023**

PATA annually presents a special award and prize to an exceptional 'rising star' in the industry. All recipients of this prestigious award have exhibited initiative and leadership in the advancement of tourism as well as demonstrating commitment to the sustainable development of the Asia Pacific travel industry in line with PATA's mission.

More information at [PATA Face Of The Future](#)

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Sponsorship cost:  
**\$3,000**

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- Opportunity to announce the winner of the Face of the Future 2023 on stage with 2 minutes speech
- Opportunity to take a group photo on stage together with the winner
- One (1) Complimentary Conference registration include carbon offset

**Promotion and Publicity:**

- Sponsor logo display on stage during the award presentation
- Acknowledgement of PATA Face of The Future sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM & related communications

**PTM 2023**

## CONTACT

For more information

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Director of Events



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[www.PATA.org](http://www.PATA.org)



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