



PATA TRAVEL MART 2024 | Thailand

August 27-29 | Queen Sirikit National Convention Centre
Bangkok

**Access high-growth travel markets, Meet the industry's A-list buyers,
Maximise business opportunities, and Attend one-day tourism conference!**

PATA TRAVEL MART

2024 | Thailand

Key Highlights

1000+
DELEGATES

60+
DESTINATIONS

250+
SELLER COMPANIES
TRADING WITH 250
QUALIFIED BUYERS

44%
FIRST TIME
BUYERS

**MORE THAN
90%**
OF DELEGATES
RECOMMEND THE
PATA MART TO THEIR
FRIENDS OR PARTNERS

88%
DELEGATES'
SATISFACTION ON
BUSINESS DISCUSSION

Delegate Benefits

- ✔ **Business Commitment**
Over 30 open slots for exhibitors and buyers to make advance appointments and secure deals on site
- ✔ **Educational Content**
An educational and informative platform for tourism professionals and students, namely Travolution and content Marketing Forums
- ✔ **Networking Opportunities**
Opportunities to expand business network at various social functions
- ✔ **Connect with decision-makers**
- ✔ **Meet new clients**
- ✔ **Expand your network**
- ✔ **Consolidate existing partnerships**

Potential Buyer Profile

By Region

Northeast Asia

17%

Southeast Asia

12%

South Asia

9%

Other

10%

Europe

37%

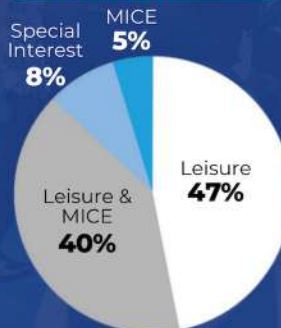
North America

10%

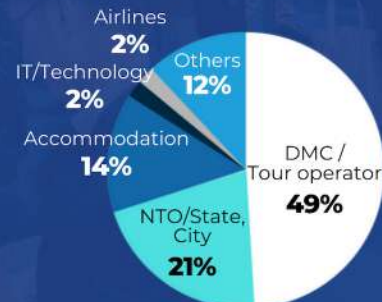
pacific

5%

Buyer profiles



Exhibitor profiles



Booth Pricing



Seller Registration

Shell Scheme (Minimum 3x3)

PATA Member

9 sqm with 1 Appt. set +
1 Delegate

\$2,500

Additional space:
9 sqm (space only)

\$1,750

PATA Chapter Member

9 sqm with 1 Appt. set +
1 Delegate

\$3,000

Additional space:
9 sqm (space only)

\$2,100

Non Member

9 sqm with 1 Appt. set +
1 Delegate

\$3,500

Additional space:
9 sqm (space only)

\$2,500

Seller Registration

Raw Space (Minimum 3x6)

PATA Member

18 sqm with 2 Appt. sets +
2 Delegates

\$4,200

Additional 9 sqm with
1 Appt. set + 1 Delegate

\$2,100

Additional space:
9 sqm (space only)

\$1,250

PATA Chapter Member

18 sqm with 2 Appt. sets +
2 Delegates

\$5,400

Additional 9 sqm with
1 Appt. set + 1 Delegate

\$2,600

Additional space:
9 sqm (space only)

\$1,600

Non Member

18 sqm with 2 Appt. sets +
2 Delegates

\$6,300

Additional 9 sqm with
1 Appt. set + 1 Delegate

\$3,100

Additional space:
9 sqm (space only)

\$2,000

**Register before May 10 to secure your Early-bird Discount:
Enjoy 15% off on booth spaces!**

Partnership Opportunities

Premier Destination Partner

Sponsorship Fee: US\$150,000

- Opportunity to deliver an opening speech on the first day of the event
- Exclusive sponsorship of PATA 'Power of Networking', including the chance to provide a welcome speech and a 10-minute presentation
- Prominent placement of four (4) exhibitor booths - Raw space with four (4) set appointments.
- Ten (10) complimentary event delegate registrations (inclusive carbon offset)
- A branded selfie station unit to be located in the exhibition hall's hallway; co-branded with PATA and the main event sponsor's logos, with the opportunity to provide a sustainable giveaway at the host area
- Ad placement on the digital billboard, located at the connecting pathway between the convention centre and MRT subway station, will be available throughout the duration of PATA Travel Mart. The ad will be displayed for 15 seconds per round and, rotating with other commercial ads, under the control of the convention centre
- Opportunity to showcase your destination during the media briefing
- A dedicated destination section on the event website, inclusive of content and images
- Featured 90-second video to showcase your destination on the PTM event page
- Featured sponsor logo on the PATA event app.
- Sponsor acknowledgement on the PATA event website, programme, and other marketing collateral, where available and applicable.
- Recognition of sponsor on onsite branding, including the media briefing backdrop and acknowledgement board, where available and applicable
- Brand exposure on PATA's post-event wrap-up EDM
- A dedicated blog post about the destination to be shared on the PATA website and social media channels



Partnership Opportunities

Destination Partner

Sponsorship Fee: US\$80,000

- Exclusive sponsorship of Buyer Only Breakfast (40 pax), including an opportunity to provide a welcome speech (selected buyers and by invitation only)
- Prominent placement of two (2) Exhibitor booths - Raw space with two (2) set appointments
- Six (6) complimentary event delegate registrations (inclusive carbon offset)
- A branded selfie station unit to be located in the exhibition hall's hallway; co-branded with PATA and the main event sponsor's logos, with the opportunity to provide a sustainable giveaway at the host area
- Opportunity to showcase your destination during the media briefing
- A dedicated destination section on the event website, inclusive of content and images
- Featured 90-second video to showcase your destination on the PTM event page
- Featured sponsor logo on the PATA event app
- Sponsor acknowledgement on the PATA event website, programme, and other marketing collaterals, where available and applicable.
- Recognition of sponsor on onsite branding, including the media briefing backdrop and acknowledgement board, where available and applicable
- Brand exposure on PATA's post-event wrap-up EDM
- A dedicated blog post about the destination to be shared on the PATA website and social media channels



Partnership Opportunities

PTM Conference Partner

Sponsorship Fee: US\$25,000

- Opportunity for sponsor organisations to host a session within the conference hall
- The sponsor will conduct a PTM Forum for the PTM delegates over the 3-hour session
- Content to be provided by the sponsor. PATA will have editorial control and provide speaker recommendations if requested.
- One (1) exhibitor booth - shell scheme (3 x 3)
- Two (2) complimentary event delegate registrations (inclusive carbon offset)
- One (1) set appointment
- Featured sponsor logo on the PATA event app



Sponsorship Opportunities

Networking Lunch

(For all delegates)

Two available opportunities

Sponsorship Fee: US\$30,000

- Host a networking lunch
- Opportunity to give a five (5) minute welcome speech
- One (1) promotional table at the networking reception with marketing materials
- Sponsor may provide pop-up banners to be displayed at the networking area
- Two (2) complimentary event delegate registrations (inclusive carbon offset)



Welcome Dinner Reception

(For all delegates)

Sponsorship Fee: US\$30,000

- Host a networking dinner
- Opportunity to provide five (5) minute welcome speech
- One (1) promotional table at the networking reception with marketing materials
- Sponsor may provide pop-up banners to be displayed at the networking area
- Two (2) complimentary event delegate registrations (inclusive carbon offset)



Sponsorship Opportunities

Power of Networking (evening)

Sponsorship Fee: US\$30,000

- Host a networking session (Limited seats, by invitation only)
- Opportunity to provide a welcome speech and a 10-minute presentation
- One (1) promotional table at the networking reception with marketing materials
- Sponsor may provide pop-up banners to be displayed at the networking area
- Five (5) complimentary event delegate registrations (inclusive carbon offset)



Buyer Only Breakfast

Sponsorship Fee: US\$5,000

(Limited to 40 pax)

- Three (3) complimentary event delegate registrations
- Five (5) complimentary buyer registrations (non-transferable)
- Strategic placement of sponsor's table
- Opportunity to select up to 5 guests to join the sponsor's table
- Acknowledgement from PATA CEO during breakfast
- Opportunity to provide welcome address to attendees prior to the breakfast



Sponsorship Opportunities

Registration Area | Digital Signing Board & TV Monitors

Sponsorship Fee: US\$15,000

- Company logo branding displayed on the digital signing board and TV monitors at the registration counters (rotating ads)
- Access to the Buyer attendee list (Personal Data Protection Act compliant)
- One (1) month banner ad on the PATA website
- One (1) complimentary event delegate registration (inclusive carbon offset)



Lanyards

Sponsorship Fee: US\$15,000

- Sponsorship of 1,000 lanyards
- Lanyard to be distributed to all delegates at the registration desk
- One (1) complimentary event delegate registration (inclusive carbon offset)



Sponsorship Opportunities

Selfie Station (Photo Booth)

Sponsorship Fee: US\$10,000

- Prominent placement of logo on the branded selfie station unit, ensuring visibility in photos shared on social media; co-branded with PATA and main event sponsor logo
- Opportunity to provide a sustainable giveaway and organise a contest to drive traffic and engagement
- One (1) complimentary event delegate registration (inclusive carbon offset)



Education Training Class

August 29

Two opportunities available, afternoon session (2 hours each)

Sponsorship Fee: US\$5,000 per session

- Opportunity to host a two-hour training or workshop, providing a chance to engage and interact with a small group of delegates
- The topics and style of the session can be determined by the sponsor and agreed upon by PATA to ensure maximum value and relevance for the delegates
- One (1) complimentary event delegate registration (inclusive carbon offset)
- Featured sponsor logo on the PATA event app



Sponsorship Opportunities

Pillar Wraps

(8 opportunities)

Sponsorship Fee: US\$1,500 per pillar



***** All PTM sponsors to receive following acknowledgement benefits:**

- Acknowledgment of sponsor on the PATA event website, programme, and other marketing collateral (as available and applicable)
- Recognition of sponsor on onsite branding, including the Media Briefing Backdrop and Acknowledgment Board (where available and applicable)
- Brand exposure on PATA's post-event wrap-up EDM

Sponsorship Opportunities

PATA Face of The Future 2024 Sponsorship

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.

Sponsorship Fee: US\$3,000

Sponsor Benefits:

- Opportunity to announce the winner of PATA Face of the Future 2024 on stage and give a 2-minute speech
- Opportunity to take a group photo on stage with the winner
- One (1) complimentary delegate registration
- One (1) dedicated PATA webinar or PATA Youth webinar (depending on availability) with the winner
 - The topic is to be agreed upon or should focus on Sustainability or Human Capital Development

Promotion and Publicity:

- Featured sponsor logo on the PATA event app
- Acknowledgement of sponsor on onsite branding (where available and applicable)
- Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA's post-event wrap-up EDM



Sponsorship Opportunities

Youth Sponsorship

Sponsorship Fee: US\$500 per youth

Sponsored youths will receive:

- Accommodation and/or flight subsidy
- Complimentary access to all social functions listed in the programme, including dinners, lunches and coffee breaks
- Airport Transfer to/from official hotels
- Daily transfer from the official hotels to the venue
- US\$10 Carbon Offset fee covered by sponsor

Sponsor Benefits:

- Accredited as a PATA Youth Sponsor at PTM 2024
- Accredited as a PATA Youth Sponsor at the PATA Youth Symposium during PTM 2024
- Invited to be a mentor during PATA Youth Symposium at PTM 2024

Promotion and Publicity:

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





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For more information

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