

# PATA DESTINATION MARKETING FORUM 2024

November 12-14 | Cha-Am, Thailand

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## Sponsorship Opportunities

\* All sponsorship packages can be customised. Please contact [sponsorship@pata.org](mailto:sponsorship@pata.org)

### Platinum Sponsor

**Sponsorship Fee: USD \$30,000**

- Opportunity to provide a four (4) minute speech introducing opening keynote speaker
- Five (5) complimentary conference registrations include carbon offset
- Acknowledgement in welcome speech
- Play up to 30 sec. Video at registration area (non-exclusive, on rotation basis)
- One (1) Business Table top to display promotional products (to be placed near the registration area)
- One (1) dedicated blog post from sponsor to be posted on PATA website and shared via PATA social media channels and PATA newsletter
- Two (2) VIPs seat at the conference
- Two (2) VIPs seat at the Welcome Dinner
- Two (2) VIPs seat at the delegate Dinner

Promotion and Publicity:

- Company logo on stage monitors and during session
- Featured logo on Event App under 'Sponsors' tab with company profile
- 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 post-event wrap-up EDM

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## Gold and Silver Sponsorships

Details	Gold	Silver
<b>Sponsorship Fee</b>	<b>USD\$ 8,000</b>	<b>USD\$ 4,500</b>
Complimentary conference delegate registrations include carbon offset	2	2
Business Table top at registration area (Showcase products/ brochures)	1	
Full attendee list with name, title, company (GDPR compliance). Sent once before and after the event	✓	✓
Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)	✓	✓
Featured logo on Event App under 'Sponsors' tab with company profile	✓	✓
Brand exposure on PATA post-event wrap up eDM	✓	✓
Play up to 30 sec. Video at registration area (non-exclusive, on rotation basis)	✓	
Website banner ad on PATA website	1 Month	

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## Thought Leadership sponsorships

### MAIN STAGE - PRESENTATION SPONSOR

**Sponsorship Fee: USD \$10,000**

- Opportunity to provide a two (2) minute speech introducing presentation speaker
- 30 seconds promotional video at the registration area, non exclusive and on rotation basis
- Two (2) complimentary conference registrations include carbon offset (VIP)
- One (1) Business Table top to display promotional products (to be placed near the registration area)

Promotion and Publicity:

- Company logo on stage monitors and during session
  - Featured logo on Event App under 'Sponsors' tab with company profile
  - 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 post-event wrap-up EDM
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### MAIN STAGE - CLOSING KEYNOTE SPONSOR

**Sponsorship Fee: USD\$8,000**

- Opportunity to provide a two (2) minute speech introducing closing keynote speaker
- 30 seconds promotional video at the registration area, non exclusive and on rotation basis
- Two (2) complimentary conference registrations include carbon offset (VIP)
- One (1) Business Table top to display promotional products (to be placed near the registration area)

Promotion and Publicity:

- Company logo on stage monitors and during session
  - Featured logo on Event App under 'Sponsors' tab with company profile
  - 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 post-event wrap-up EDM
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### BREAKOUT SESSION SPONSOR

**Sponsorship Fee: USD\$8,000**

- Opportunity to be a moderator or as a panel speaker at a sponsored session
- One (1) complimentary conference registration include carbon offset

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- One (1) Business Table top to display promotional products (to be placed near the registration area)

*\* Each breakout session is 60 minutes long*

Promotion and Publicity:

- Company logo on stage monitors and during sponsored session
  - Acknowledgement of sponsor on onsite branding (where available and applicable)
  - Acknowledgement of sponsor on onsite branding event app
  - Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)
  - Brand exposure on PATA post-event wrap-up EDM
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## BRAND AWARENESS OPPORTUNITIES

### SELFIE STATION (Photo booth)

**Sponsorship Fee: \$5,000**

- Prominent placement of logo on the selfie station branded unit to draw attention to your logo in the photos shared on social media; co-branded with PATA and main event sponsor logo
- Opportunity to place a sustainable giveaway in the area and host a contest to drive traffic / engagement
- One (1) complimentary conference registration include carbon offset

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 post-event wrap-up EDM
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### BUSINESS TABLE TOP

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

- A dedicated table top exhibit space located at the main event registration area
- Opportunity to place a sustainable giveaway in the area and host a contest to drive traffic / engagement
- One (1) complimentary conference registration include carbon offset

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)
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## EVENT APP

### Sponsorship Fee: USD \$5,000

- Sponsor mention in communication to all delegates announcing the mobile app live date
- One (1) complimentary conference registration include carbon offset
- Logo recognition on home page of event app

### 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 post-event wrap-up EDM

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