



EUROPE'S ONLY TRAVEL TRADE EVENT
DEDICATED TO LATIN AMERICA



Experience Latin America 2019

Exhibitor Prospectus

Presented by:



In association with:





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INTRODUCTION

Experience Latin America (ela) by LATA is the most exciting and productive B2B travel event in Europe, bringing together key suppliers from Latin America and buyers from the UK and Europe.

In 2019, the sixth edition of ela will take place in a new venue: Stamford Bridge, the world-famous home of Chelsea Football Club.

Entry is open to ALL LATA and non-LATA members, operating services within Latin America across all sectors (overland to luxury) including the below:

- Accommodation suppliers – to include Hotels, Lodges, Camps, B&B's, House
- Boats, Expedition and Cruise Ships etc. operating within Latin America.
- Transportation & Excursion suppliers – to include DMC's, Car Hire companies, Boats, mobile safaris and specialist service suppliers operating within Latin America
- Tourist Boards – all Latin America Tourist Boards
- Airlines – operating to/from and within Latin America

To ensure an optimum cross-section of exhibitors from across Latin America, limits to the number of suppliers per country will be capped.

Buyers are carefully selected based on their current Latin America business or potential new business to Latin America. This includes Owners, Product Managers, Sales Consultants, Marketing and Commercial Managers from the following sectors:

- Worldwide Tour Operators with Latin America specific sales departments
- Latin America Specialist Tour Operators
- Adventure/Overland Operators
- Bespoke Concierge Operators
- Travel Agents
- Leisure/Resort Operators
- MICE Operators
- Selected European Operators
- Selected Media (Freelance and Editors)



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EXHIBITOR REGISTRATION AND SELECTION

Exhibitor registration will remain open until Friday 14th December 2018. Exhibitor selection will then take place, and successful applicants will be advised by 31st December 2018, and required to pay for their stand by 31st January 2019 in order to secure exhibition space.

Because ela is oversubscribed, LATA will apply a selection criteria to ensure that as many of our members are able to attend over the course of a few years. That means that some organisations that have attended ela for the last few years will be asked to take a year out to allow other companies to exhibit. LATA will always give preference to member organisations over non-members, and will consider various factors in making the selections as fair as possible.

STANDARD EXHIBITOR PACKAGE

- Exhibition space comprising 1 table & 3 chairs
- 1 delegate registration pass
- A personalised appointment diary of up to 39 meetings with buyers and media
- Access to full programme of seminars on the latest products, trends and hot topics
- 3 delicious on-site networking lunches
- 3 daily intermissions for unlimited ad-hoc conversations and networking
- Standard entry in the official event guide and on the website
- Complimentary Wi-Fi at the show
- Exhibitor Public Liability Insurance



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EXHIBITOR COSTS

Early Bird - Registrations before 14th December:

LATA member : £2750

Non-LATA member: £3250

Registrations after 14th December (subject to approval)

LATA member : £3250

Non-LATA member: £3750

ADDITIONAL CHARGES

Additional delegate: £600

Up to 1 extra delegate may be permitted per table. Extra delegates will not qualify for an additional appointment schedule, but will be eligible for all networking opportunities, events and seminars.

Multi-country/Hotel Group Supplement: £500

A supplement of £500 (applicable to all cost brackets) will apply to DMCs operating in 3 or more countries within Latin America OR Hotel Groups representing 3 or more Hotels (5 rooms or more).

Table sharing: £500 per sharing exhibitor

An extra table sharing cost will apply to 2 separate exhibitors wanting to share the same table and appointment schedule. Please note that you will also be charged the cost for an extra delegate.

PARTNERSHIP OPPORTUNITIES

To enhance your brand, there are a number of opportunities for creative collaboration. Get in touch with the ela team if you would like more details or to discuss how best to promote your brand

Please note that all prices quoted are exclusive of VAT, which will be added at the prevailing rate where required. E&OE.



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CONTACT US

Contact the Experience Latin America team for any further information on:

Email: info@experiencelatinamerica.travel

