



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CARIBBEAN
30th Anniversary
MARKETPLACE

BAHAMAS 2012



JANUARY 22-24
ATLANTIS
PARADISE ISLAND

CARIBBEAN

Media/Marketing Registration Webinar August 31, 2011



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For 30 years, Caribbean Marketplace has been recognized as the premier business to business marketing event for the region where Hotel, and Service Suppliers **Sellers** and Tour Operator **Buyers** meet to discuss marketing programs, and negotiate rates.

The event is designed exclusively for:

Suppliers/Sellers - hoteliers, destination management companies, airlines, attractions, tourist boards, transportation and car rental companies

Buyers - wholesalers and tour operators

All suppliers and buyers must be qualified to attend the event.



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Caribbean Marketplace is CHTA hotel members' most important membership benefit because it provides them an exclusive opportunity to sell directly to wholesalers and tour operators from around the world in one location.

The event is modeled after US PowWow and the format provides a unique opportunity where suppliers and buyers can have focused pre-scheduled meetings.

Caribbean Marketplace is all about pre qualified **Sellers** meeting with pre-qualified wholesalers and Tour Operators **Buyers**

Travel Agents are not allowed to attend
Special arrangements are being made for Advertising or
Marketing sales Outside of the Selling Floor



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Over the past 10 years, Caribbean Marketplace has had an average participation of 450 supplier companies and 155 buyer companies with an average total of 1,245 delegates (last time at Atlantis in 2008 – 1,515 total delegates).



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Caribbean Marketplace has the physical setup of a trade show, the main area of the event is called the **selling floor** to allow for the business meetings between **suppliers** and **buyers**.

The selling floor ideally requires a minimum of 63,000 square feet in one location to accommodate the event requirements.

Square footage of existing Caribbean Marketplace venues:

Atlantis, Paradise Island 50,000 sq. ft.

Puerto Rico Convention Center 70,000 sq. ft.

Montego Bay Convention Center 54,000 sq. ft.

Cancun Convention Center 43,000 sq. ft.



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ALLIED MEMBERS

Only qualified CHTA member companies with direct products for wholesalers (e.g. car rentals, destination management companies, ground transportation, attractions, restaurants) will be allowed to attend the event as suppliers.

In 2004, the Caribbean Marketplace Governing Committee allowed media companies to purchase a booth on the floor and have access to appointments. US PowWow has not diverted from their original regulations and still do not allow media companies to attend the event.

In 2008, the media advertiser category was expanded to include companies that provide marketing products and/or services to hotels.



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Allied Members

CHTA Allied members qualified to participate under the Media/Marketing registration/classification:

- Magazine advertisers
- Website development and booking engines
- Marketing representation
- Distribution systems
- Publishing companies
- Media representation
- Ad agencies
- PR agencies
- Reservation services
- Hotel franchises
- Marketing products
- Data collection.



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Media/Marketing Registration

Media/Marketing registration is venue driven and its availability will be dependent on the meeting facilities of the selected venue.

Registration options for Media/Marketing companies will change depending on the facilities available.



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2012 Registration

- Media/Marketing registration includes one tabletop space directly OUTSIDE of the selling floor and one delegate registration. The registration fee is US\$2,500.00.
- One additional delegate can be added at US\$479.00.
- The registration does NOT include access to the selling floor or computerized appointments.
- Registration fees do include listing and access to the Electronic Delegate Directory, access to all official events (Opening Cocktail Reception, continuous Coffee breaks over the two days and Closing Dinner) and transportation via shuttle between host hotels and venue.
- Lunch per delegate, per day is US\$30.00 if purchased prior to January 16th (\$US\$35.00 after January 16th).



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Appointments

Media/Marketing companies will have prior access to the online delegate list/passport to make their own appointments in advance of the event and invite suppliers to meet with you in the Media/Marketing area which will be located directly outside of the selling floor.

Meetings can NOT be allowed on the Selling Floor.



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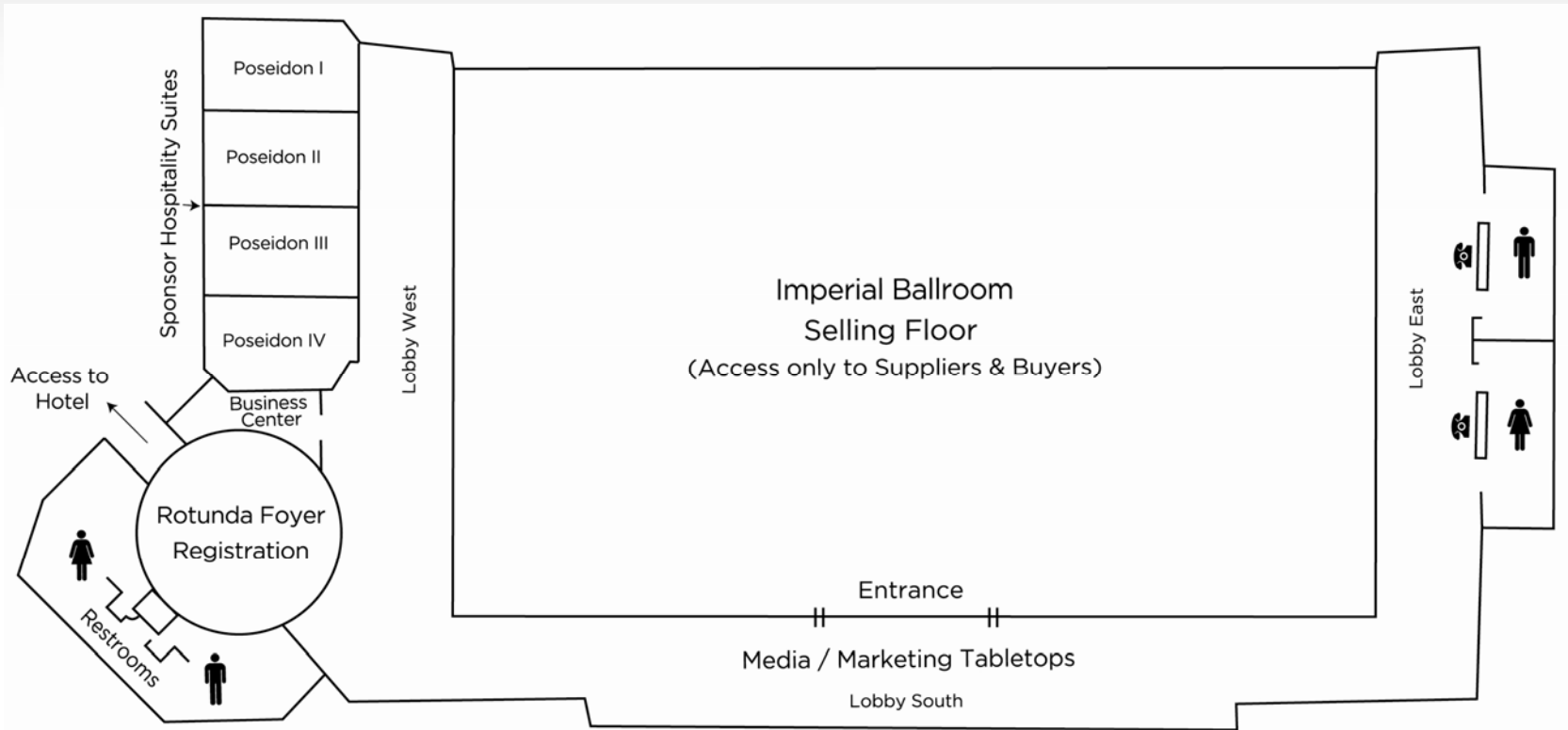
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Event floor plan





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Limited Sponsorship opportunities are still available starting at US\$12,500.00 - this does include access to the selling floor and other additional benefits including 6 registrations.

For details contact Gabi at
gabi@caribbeanhotelandtourism.com



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Questions?



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For registration, please contact the
Conferences & Events Department at
events@caribbeanhotelandtourism.com

We look forward to greeting you in
Atlantis, Paradise Island.