

Digital Virtual Branding Opportunities



arabian
travel market®

DUBAI

الملتقى
Mon 1 - Thu 4 May 2023

#ATMDubai

Enhanced Registration Packages

Silver Enhanced Profile Package

Gold Enhanced Profile Package

Digital Advertising Opportunities

Email Sponsorship

Social Media & Blogs

Remarketing

Website Banners

Countdown Clock

Digital Incentive

Connect Me Event Banners

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ATM Enhanced Registration Packages

94% of ATM's visitors research who they want to meet before the event.

With a Registration Package, you can highlight and elevate your brand prior to the show, as well as throughout ATM. Boost engagement amongst exhibitors, visitors and key buyers, increasing your chances of making it on their "must-meet" list.

Silver Enhanced Profile Package

- Highlighted listing in ATM Exhibitor Directory
- Featured Exhibitor Listing on Connect Me Platform

**Limited
availability**

Gold Enhanced Profile Package

- Highlighted listing in ATM Exhibitor Directory
- Featured Exhibitor Listing on Connect Me Platform
- Dedicated social media post on Facebook & Twitter
- Homepage scrolling banner on ATM website

**Limited
availability**

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Silver Enhanced Profile Package

Clients who have invested in this product on average receive **2.7x more** engagement from key attendees in the lead up to the event.

Package Details:


1. Highlighted Listing in ATM Exhibitor Directory

Your profile will be double the size of regular profiles and highlighted in a different colour.

2. Featured Exhibitor Status at ATM

You will receive a highlighted exhibitor listing on the ATM Meetings Platform

Premium



SIF JAKOBS
JEWELLERY
COPENHAGEN

NEW EXHIBITOR

Sif Jakobs Jewellery

Loose Gemstones and Pearls, Jewellery

Why visit our stand
If you are looking for upscale while still being "affordable luxury" our jewellery is made of rhodium, 18k rose gold or yellow gold plated 925 sterling silver.

Description
Sif Jakobs Jewellery is a Danish Jewellery brand which designs & produces sophisticated jewellery of the highest standard with a modern expression. The brand is represented in 19 countries ...

Brands
Sif Jakobs


[Add to My Plan](#)

Stand: D91


Website

Email


+45 53535830



Signet Ring Vallano



Ring Matera



Bangle Sacile

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Silver Enhanced Profile Package

Limited Availability

Highlighted Listing in ATM Exhibitor Directory Includes:

Company Logo

Company Name

Categories

Stand Number

Description

Brands

Why Visit Our Stand

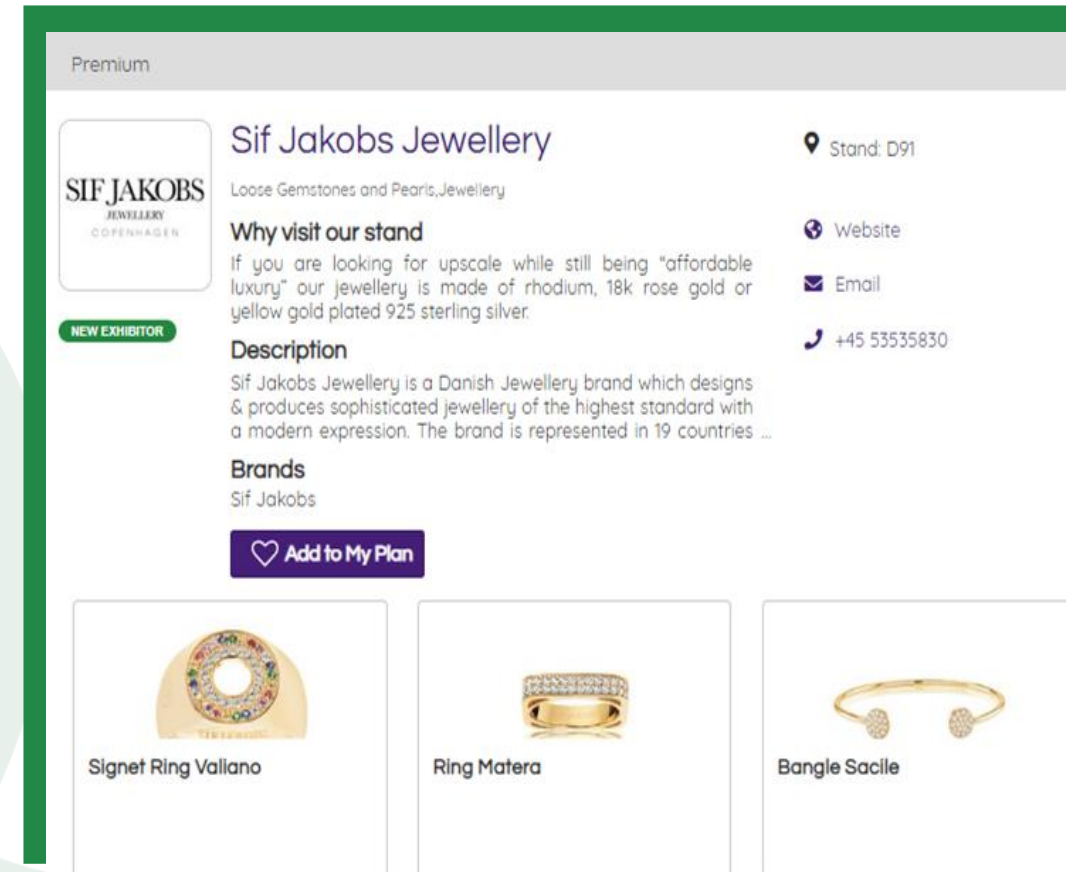
Products

Website

Email

Phone

Visitors can contact the exhibitor from the Directory



Premium

Sif Jakobs Jewellery
Loose Gemstones and Pearls, Jewellery

Stand: D91

Website

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+45 53535830

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If you are looking for upscale while still being "affordable luxury" our jewellery is made of rhodium, 18k rose gold or yellow gold plated 925 sterling silver.

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Brands
Sif Jakobs

Add to My Plan

Signet Ring Vallano

Ring Matera

Bangle Sacile

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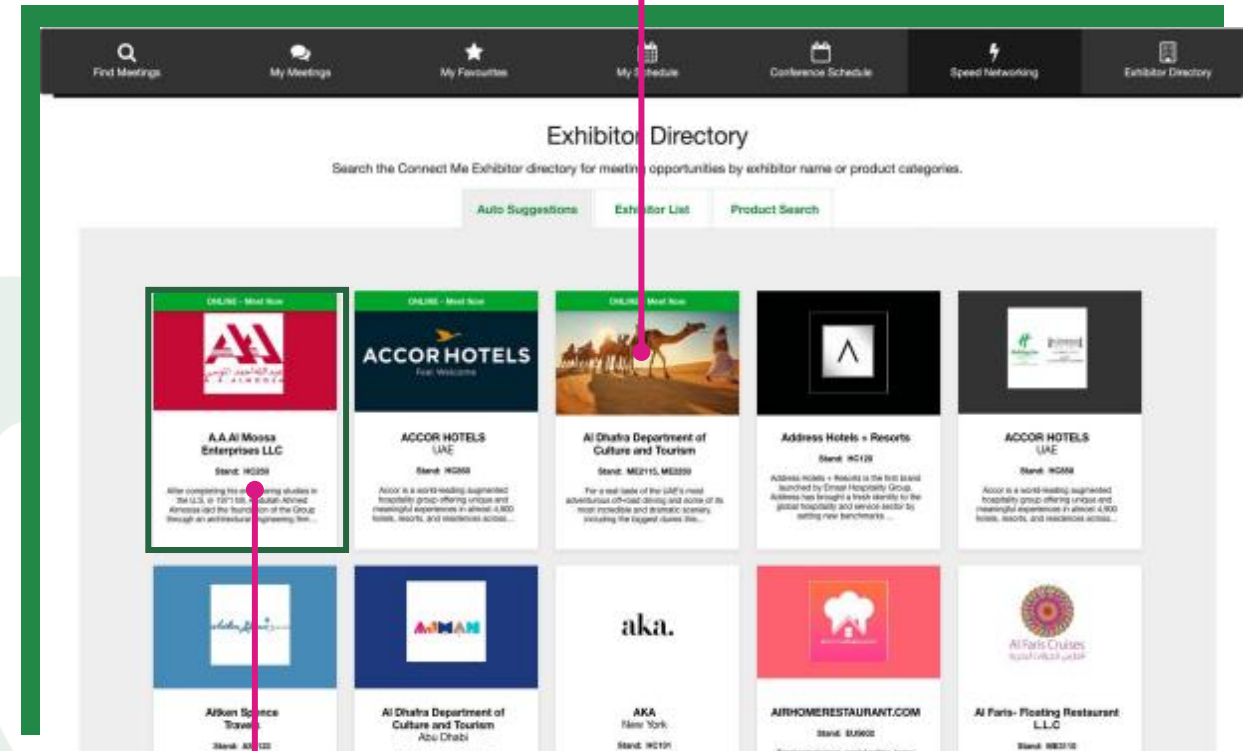
Silver Enhanced Profile Package

Benefits include

Highlighted Listing in ATM Exhibitor Directory

- Highlight your presence at ATM with a featured exhibitor listing. The Featured Exhibitor benefits include standing out amongst your competition with a 'Featured' label on your company card, and a 'Featured' Ribbon on your contact card(s).
- Exhibitors with a highlighted, Featured Exhibitor Listing receive up to 3 x more views than those with standard listings, leading to an increase in pre-scheduled meetings.

'Featured' Exhibitor Label



Company Card Example

Gold Enhanced Profile Package

Clients who have invested in this product on average receive **6.3x more** engagement from key attendees in the lead up to the event.

Package Details:

1. Highlighted Listing in ATM Exhibitor Directory

Your profile will be double the size of regular profiles and highlighted in a different colour.

2. Featured Exhibitor Status at ATM

You will receive a highlighted exhibitor listing on the ATM Meetings Platform.

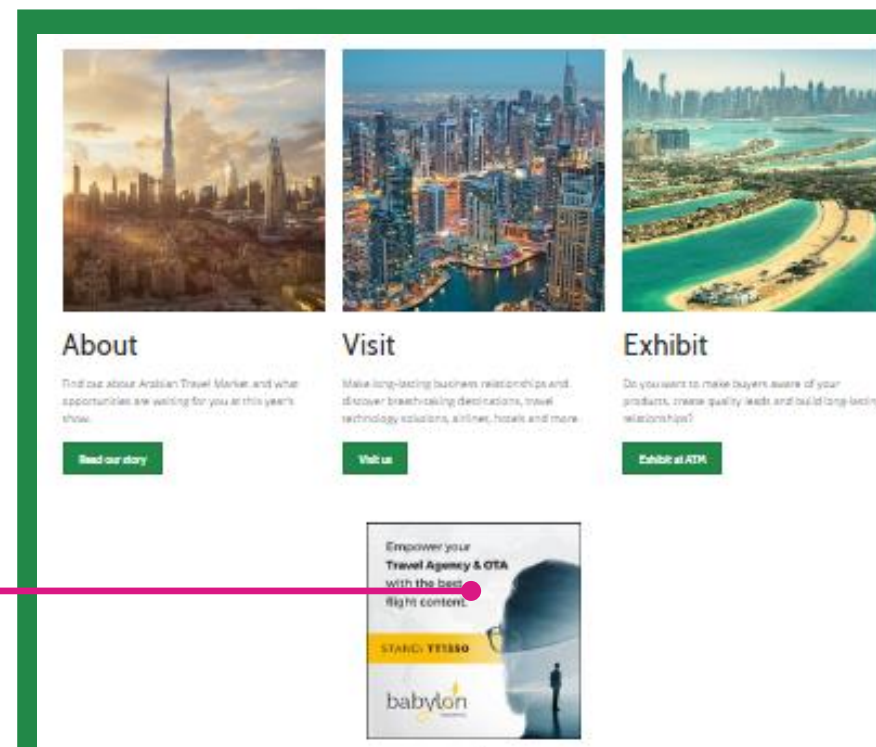
3. Homepage Scrolling Banner

Your branding will be seen on the ATM Homepage by thousands of visitors.

4. Dedicated social media post

We will promote your presence at the show to our social media database. In addition to a highlighted exhibitor listing on the ATM Meeting platform, you will receive a Premium Ad Banner on the exhibitor directory, ensuring that your company receives maximum exposure.

Limited Availability



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Highlighted Listing in ATM Exhibitor Directory Includes:

- All Benefits of Silver
- Sponsorship to appear above all other exhibitors for a specific search filter for example – Adventure Tourism
- Homepage Feature
(Your products or company information on Homepage Carousel)

Premium



SIF JAKOBS
JEWELLERY
COPENHAGEN

NEW EXHIBITOR

Sif Jakobs Jewellery

Loose Gemstones and Pearls, Jewellery

Why visit our stand
If you are looking for upscale while still being "affordable luxury" our jewellery is made of rhodium, 18k rose gold or yellow gold plated 925 sterling silver.

Description
Sif Jakobs Jewellery is a Danish Jewellery brand which designs & produces sophisticated jewellery of the highest standard with a modern expression. The brand is represented in 19 countries ...

Brands
Sif Jakobs


♥ Add to My Plan

📍 Stand: D91


🌐 Website

✉ Email


☎ +45 53535830



Signet Ring Vallano



Ring Matera



Bangle Sacile

Gold Enhanced Profile Package

Benefits include

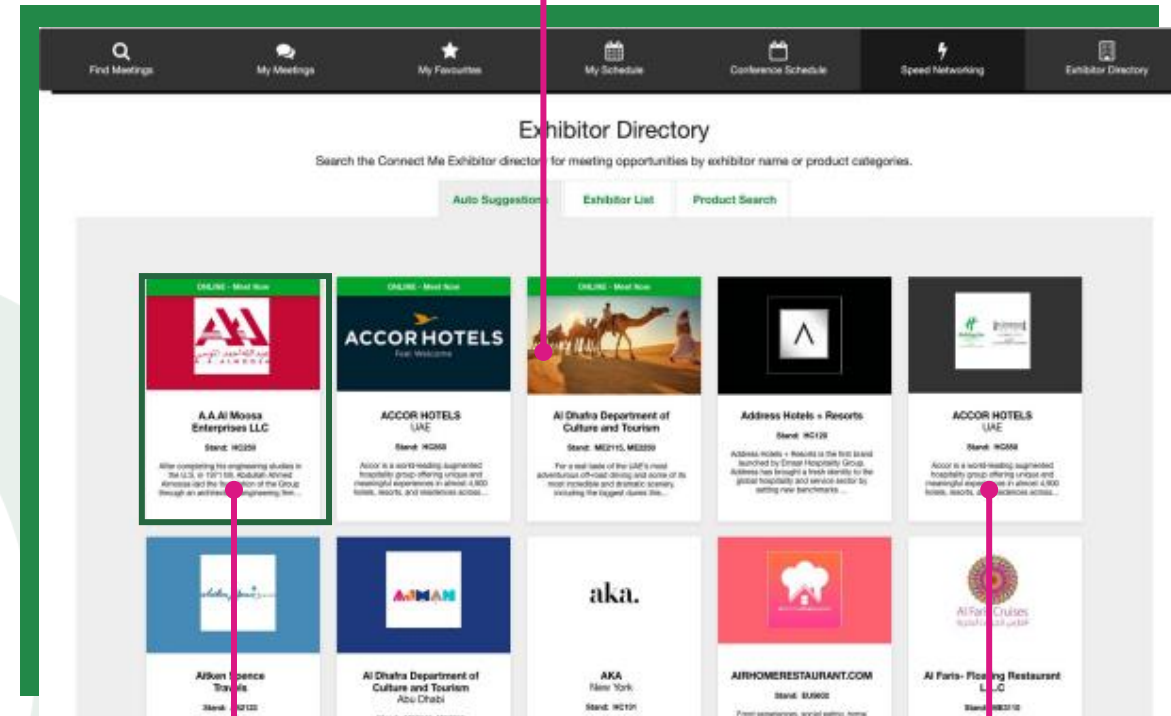
Featured Exhibitor Status at ATM

Highlight your presence at ATM with a featured exhibitor listing. The Featured Exhibitor benefits include standing out amongst your competition with a 'Featured' label on your company card, and a 'Featured' Ribbon on your contact card(s).

Premium Ad Banner on CONNECT ME

In addition to a Featured Exhibitor status, the Premium Ad Banner enhances your brand exposure and increases levels of engagement on the platform, prompting attendees to book a meeting with you. The banner will be displayed on the Exhibitor Directory within your chosen category, and within the Find Meetings pages. Only one Premium Ad Banner will be shown at a time, ensuring that your company receives maximum exposure.

'Featured' Exhibitor Label



Company Card Example

Example of Premium Ad Banner

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Digital Advertising Opportunities

You will be able to stimulate your prospects effectively through our range of digital advertising opportunities.

Benefits include

ATM Online Audience

ATM provides access to the leading global event for the travel industry to meet thousands of industry professionals. Our online channels are launch pads for travel professionals, buyers and media to meet under one roof.

Thought Leadership

Be recognised by your target audience as authority and experts in your area of specialism over and above your competition.

We have the right product for you

Each digital sponsorship opportunity has been built with your business objectives in mind. You will notice these at the bottom of each page.

Brand Awareness

Get your company out in the industry to raise awareness and engagement from our audience. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Lead Generation

Get enquiries from our audience of buyers, media and visitors, with their contact information.

Promote your presence at the show

Highlight that you will be attending ATM and ATM Virtual to the decision-makers. This increases your likelihood of onsite meetings and high traffic on your stand.

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Digital Advertising Opportunities

	Lead Generation	Thought Leadership	Brand Awareness	Promote your onsite presence
Directory Upgrades	✓		✓	✓
Email Sponsorship	✓		✓	✓
Social Media	✓		✓	✓
Blogs		✓	✓	
Remarketing			✓	✓
Web Banners	✓		✓	✓
Digital Incentives	✓	✓	✓	✓

Email Sponsorship Content Block

Package Includes:

Sponsored Visitor Email

Choose your target audience segment and promote in a visitor email (title, description, 275x170 image and button)

Benefits include

Brand Exposure

Depending on the database you choose, your advert will be sent to between 2,000 and 200,000 in the lead-up to, or during, the event, right when buyers are researching, planning and choosing exhibitors to meet at the event.

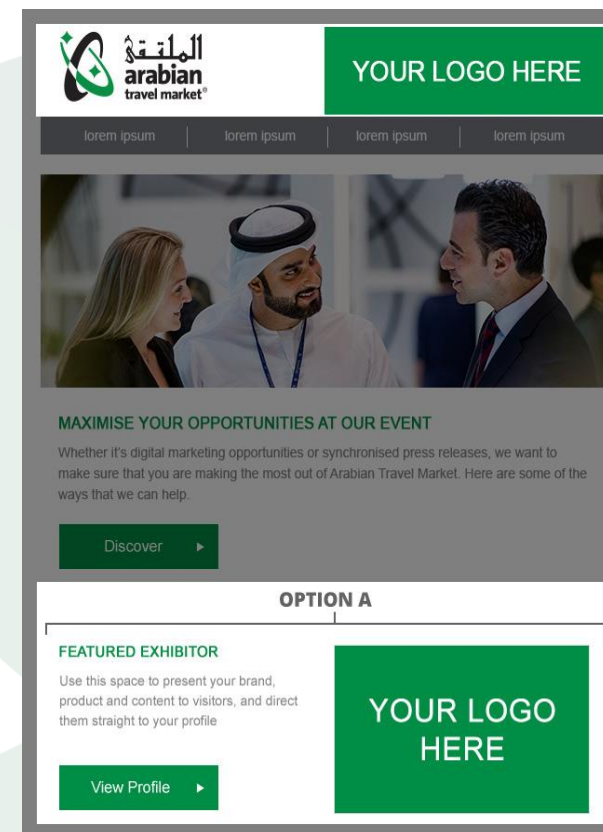
Generate leads

Visitors that click on your ad can be taken to your directory listing or your website where they can send you a message.

Reach a Targeted Audience

You have the flexibility to choose to target all visitors or to select a segment targeting your exact audience.

Limited Availability



The screenshot shows a digital marketing content block for Arabian Travel Market. At the top left is the logo with the text 'الملتقى arabian travel market'. To the right is a green box labeled 'YOUR LOGO HERE'. Below the logo is a row of four 'lorem ipsum' placeholders. The main image shows three people in a professional setting. Below the image is the text 'MAXIMISE YOUR OPPORTUNITIES AT OUR EVENT' followed by a paragraph: 'Whether it's digital marketing opportunities or synchronised press releases, we want to make sure that you are making the most out of Arabian Travel Market. Here are some of the ways that we can help.' A green button labeled 'Discover' with a right-pointing arrow is positioned below the text. The bottom section is titled 'OPTION A' and contains a 'FEATURED EXHIBITOR' section with the text: 'Use this space to present your brand, product and content to visitors, and direct them straight to your profile'. A green button labeled 'View Profile' with a right-pointing arrow is at the bottom left of this section. To the right of this text is another green box labeled 'YOUR LOGO HERE'.

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Silver Enhanced Profile Package

Gold Enhanced Profile Package

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Social Media, Blogs & Live Video

Package Includes:

Dedicated Social Media Post

Choose your target audience segment and promote your brand as sole email sponsor in a visitor email.

Blog

ATM will publish an online written interview with your company representative live on the ATM News/Blog site. Alternatively, showcase your brand as creative experts by writing your own thought-provoking piece we will publish as a guest blog on our news site.

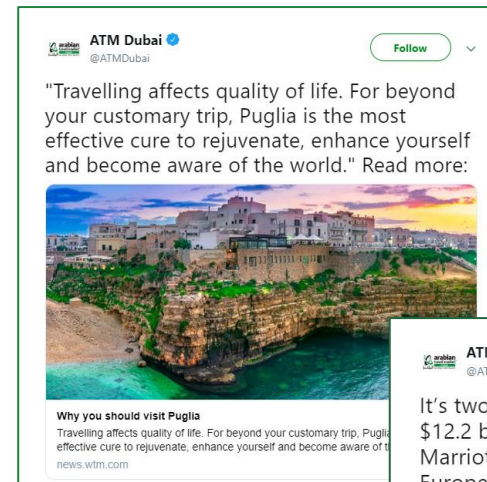
Facebook Live interview

We will publish a video interview with a company representative to the ATM Facebook channel

Benefits include

Brand Exposure

Your announcement will be posted to followers before the event to raise awareness and drive visitors to your stand.



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Remarketing

Our Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

Your adverts can be targeted to specific countries or worldwide and each targeted professional will be shown your advert between 2 and 20 times.

Example websites shown on:

News: Sky, CNN, Yahoo, AOL, Reuters

Other: Time Out, Lonely Planet, Skype, Google

Benefits include

Build Product Awareness

Be at the forefront of visitors' minds by placing your product in front of them as they book their travel or accommodation, browse our social media channels and more before the event.

Brand Exposure

Gain a boosted profile and reputation by being seen to be 'everywhere' by the buyers. Research proves it take a minimum of 6 times a brand or product needs to be seen before it imprints in a person's mind – remarketing ticks those instantly.

Choose your reach:

Number of Ad displayed times
10,000 times
30,000 times
50,000 times
100,000 times
200,000 times

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Website Banners

Gain high visibility in front of travel industry professionals ahead of the show and during the peak event build-up.

Generate leads before the show and link your website to the banners so buyers can view your company ahead of the event.

Banner Choices

No	Banner	Size
A	Billboard	970 x 250px
B	Super Leaderboard	970 x 90px
C	Medium Rectangle (inline)	300 x 250px
D	Leaderboard	Desktop: 728 x 90px Mobile: 320 x 50px or 320 x 100px



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Website Banners Price List

Product	Description	Location
Billboard Banner	This banner advert will be live on the ATM homepage. This advert is available throughout the year, though we recommend the 8 weeks leading up to the event when website traffic is at its highest.	Homepage
Super Leaderboard	The Super Leaderboard Banner provides a large space for your branding.	Homepage Exh. Directory Visit Page What's On/ Conference Page Buyers Page
Medium Rectangle Banner	Your Medium Rectangle Banner is an excellent opportunity to showcase your brand and presence.	Homepage Visit Page What's On/ Conference Page Buyers Page
Leaderboard	Your Leaderboard banner advert will be live on the Exhibitor Directory.	Homepage Exh. Directory Visit Page What's On/ Conference Page Buyers Page

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Countdown Clock Sponsor



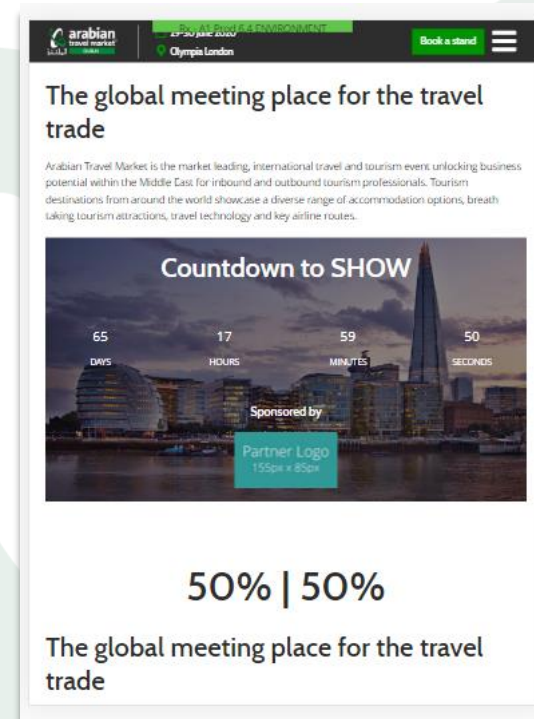
Package Includes:

This is a great opportunity to showcase your brand to ATM's website traffic, increasing the number of potential leads in the build up to show.

There are two different size countdown clocks available both located on the desirable ATM Homepage.

On mobile and tablet, the countdown clocks appear the same regardless of size split on desktop.

Tablet (portrait view)

A screenshot of the Arabian Travel Market website on a tablet in portrait view. The page features a header with the ATM logo, navigation links, and a "Book a stand" button. The main content area has a headline "The global meeting place for the travel trade" and a sub-headline "Countdown to SHOW". Below this is a large digital clock showing 65 days, 17 hours, 59 minutes, and 50 seconds. A "Sponsored by" section contains a "Partner Logo" with dimensions 155px x 65px. At the bottom, there is a large "50% | 50%" discount banner and the same headline as above.

arabian travel market
Olympia London
Book a stand

The global meeting place for the travel trade

Arabian Travel Market is the market leading, international travel and tourism event, unlocking business potential within the Middle East for inbound and outbound tourism professionals. Tourism destinations from around the world showcase a diverse range of accommodation options, breath taking tourism attractions, travel technology and key airline routes.

Countdown to SHOW

65 17 59 50
DAYS HOURS MINUTES SECONDS

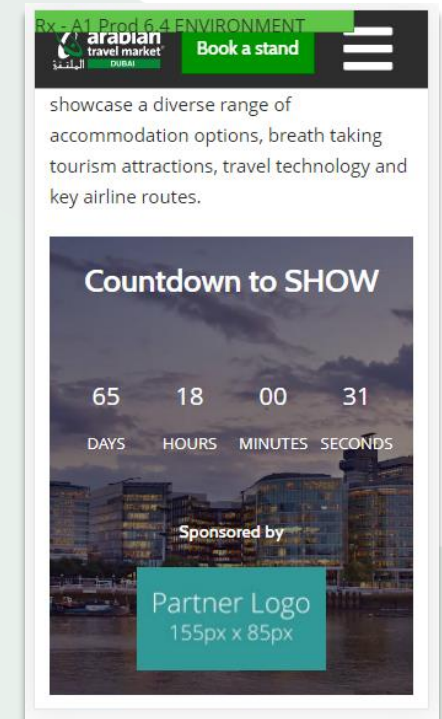
Sponsored by

Partner Logo
155px x 65px

50% | 50%

The global meeting place for the travel trade

Mobile view

A screenshot of the Arabian Travel Market website on a mobile phone. The page features a header with the ATM logo, navigation links, and a "Book a stand" button. The main content area has a headline "showcase a diverse range of accommodation options, breath taking tourism attractions, travel technology and key airline routes." Below this is a large digital clock showing 65 days, 18 hours, 00 minutes, and 31 seconds. A "Sponsored by" section contains a "Partner Logo" with dimensions 155px x 85px.

arabian travel market
DUBAI
Book a stand

showcase a diverse range of accommodation options, breath taking tourism attractions, travel technology and key airline routes.

Countdown to SHOW

65 18 00 31
DAYS HOURS MINUTES SECONDS

Sponsored by

Partner Logo
155px x 85px

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Connect Me Event Banners

Digital Incentive: Bag Entry

Are you doing something special to promote your brand, products or services at ATM, or engage with **BUYERS & ATTENDEES**? The digital offer bag gives you the opportunity to increase visibility of these at a low cost, attracting your audience and generating leads! Want to know more? [Watch this video!](#)

Package Includes:

We will send a direct link to the bag to all **BUYERS & ATTENDEES** in the lead up to the event.

After the show you will get the email addresses of anyone who is interested in your offer, along with enhanced lead profiling data and analytics.

Benefits include

Lead generation

Depending on the database you choose, your advert will be sent to between 2,000 and 200,000 in the lead-up to, or during, the event, right when buyers are researching, planning and choosing exhibitors to meet at the event.

Brand awareness

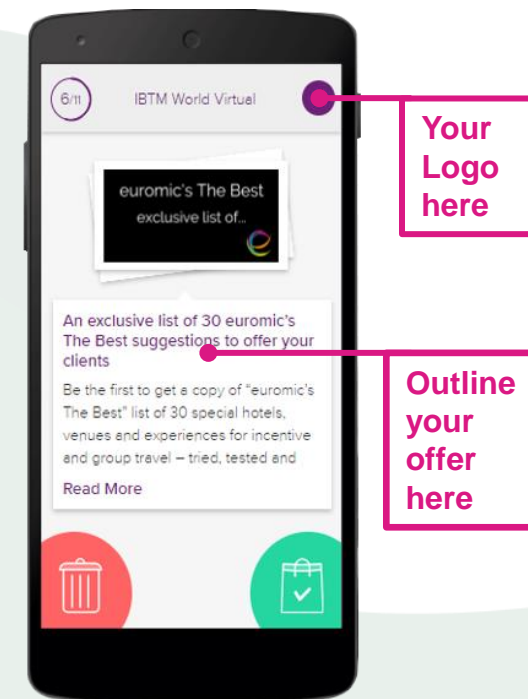
get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Thought leadership

Be recognised by your target audience as authority and experts in your area of specialism over and above your competition by including curated content such as reports, podcasts or access to exclusive webinars in the bag.

Promote your presence at the show

drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher. At a virtual event drive traffic to your profile by creating an offer that can be redeemed by visitors or buyers reaching out to them within the virtual event platform.



Want to see how it works?
[Take a look at a demo bag here!](#)

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Digital Incentive: Presenting Sponsor

Do you want your brand to be seen by every single person who enters the bag? Then being the presenting sponsor is the perfect opportunity for you. The best part is, because you get to include your own fantastic bag entry, you get all the benefits that come with this too!

Package Includes:

All the benefits of a bag entry PLUS the opportunity to brand the whole bag!

You also get co-branding or 'brought to you by...' for wherever the offer bag is promoted including: In the Ever there offer bag platform; On the show website or in the virtual event platform; Mentioned in emails and social media in the lead up to the event and; On banners and signs across the show floor.

Benefits include

Lead generation

at the end of the event you get all of the contact details (name, email address, company name and job title) of any attendee who entered their details to redeem your offer!

Brand awareness

get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Thought leadership

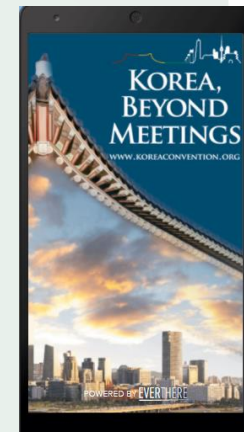
Be recognised by your target audience as authority and experts in your area of specialism over and above your competition by including curated content such as report, podcasts or webinars in the bag.

Promote your presence at the show

Drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher. At a virtual event drive traffic to your profile by creating an offer that can be redeemed by visitors or buyers reaching out to them within the virtual event platform.

Exclusive

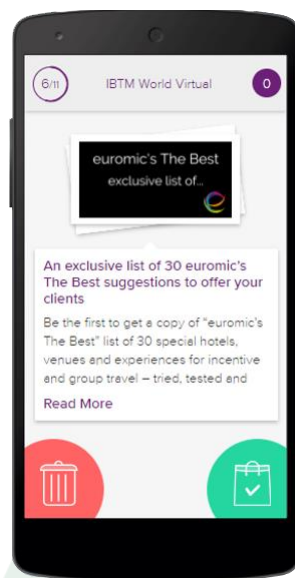
Desktop View



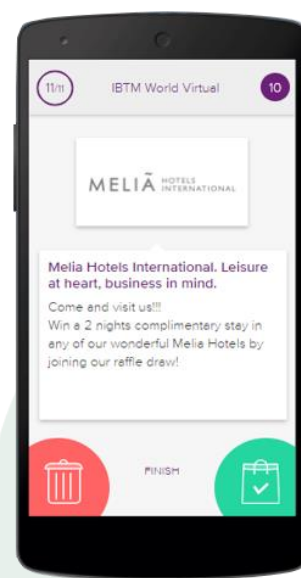
Mobile View

Digital Incentive: Example Offers

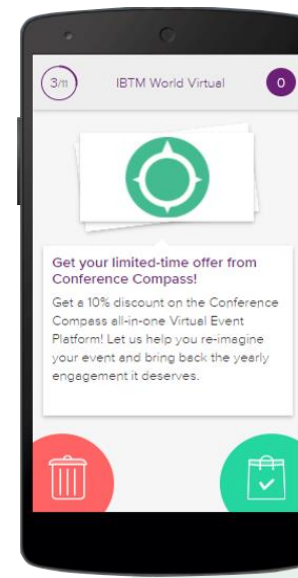
Not sure what offer to include in the Digital Incentives Bag? Here are some fantastic examples of what an offer could look like!



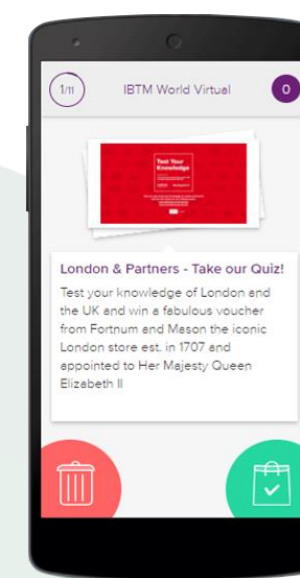
Offer Type:
Curated industry specific content
Benefits of this offer:
Lead Generation,
Thought Leadership,
Brand Exposure



Offer Type:
Prize Draw/ Competition/
Product Giveaway
Benefits of this offer:
Lead Generation,
Promote your presence,
Brand Exposure



Offer Type:
Discount/ Product Demo/
Sample/ Free Trial/ Tasting
Benefits of this offer:
Lead Generation,
Promote your presence,
Brand Exposure



Offer Type:
Giveaway or prize in
exchange for visitor activity
Benefits of this offer:
Lead Generation;
Brand Exposure

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Connect Me Event Banners

This opportunity enables your company or destination to be at the forefront of visitor attention on the ATM Virtual Exhibitor Dashboard.

This enhances your brand awareness and increases new meeting opportunities. The banner links directly to your exhibitor profile.

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Only 1 available

Banner A

Full length banner which will sit at the top of personal dashboards.

Only 1 available

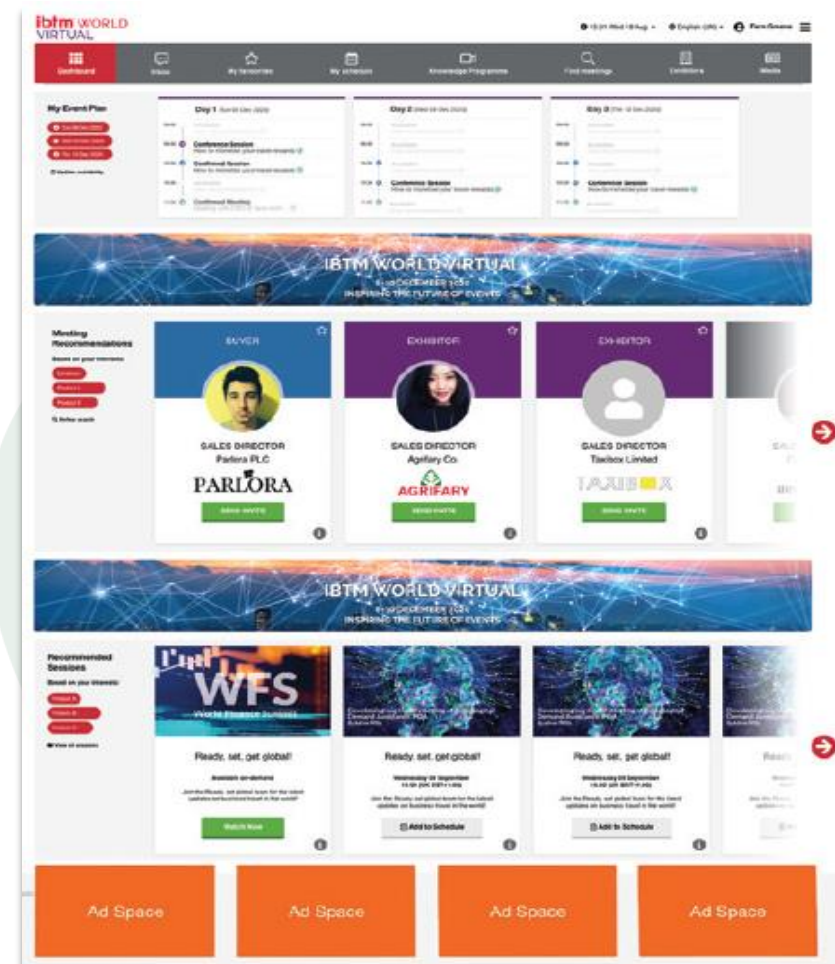
Banner B

Full length banner which will sit in the middle of personal dashboards.

Only 4 available

Banner A

Rectangle banner which will sit at the foot of the personal dashboards alongside 3 others.



**We Look Forward to
Welcoming You to
Arabian Travel Market
in Dubai!**

