



JAPEX 2023

SEPTEMBER 11-13, 2023 | MONTEGO BAY, JAMAICA



Sponsorship Prospectus
Jamaica Product Exchange

M*arket.*

E*xchange.*

E*arn.*

T*rade.*

LET'S PARTNER

Dear Partner,

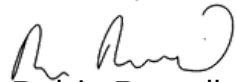
For the past three decades, the Jamaica Product Exchange (JAPEX) has been hosted by the Jamaica Hotel & Tourist Association in collaboration with the Jamaica Tourist Board. It has since gained notable traction and has been deemed Jamaica's Premier Business-to-Business Travel Trade Show.

JAPEX is a trade show organised to provide Jamaica's hoteliers, attractions, transport operators and other stakeholders with the opportunities to broaden their scope of business. It is the melting pot of the tourism industry where buyers and sellers meet to discuss business. The Jamaica Hotel & Tourist Association understands the importance of marketing the Jamaican product locally. As such, the trade show provides visibility for suppliers and travel agents to meet, connect and close deals, all while gaining exposure through local and international press.

This year, JAPEX will be held at the Montego Bay Convention Centre from September 10 to 13. It is anticipated that approximately **500** stakeholders will be in attendance at the premier local tradeshow. The event is expected to run in tandem with the 2023 Jamaica Bridal Expo to maximise the interaction within the industry.

We invite you to come on board as a sponsor for JAPEX 2023. Let's partner! We hope that this partnership will be the start of a mutually beneficial relationship.

Sincerely,



Robin Russell
President, JHTA

OVERVIEW:

3 days of intense buying, selling & networking

September 11

Day 1

Opening—The Official Opening and Welcome Reception forecast over 500 local and international delegates. Day 1's schedule comprises a Destination Update where the authentic Jamaican product is highlighted, and educational sessions and seminars are executed. The seminars will encompass ways to develop business within the industry with topics including product improvement, marketing, business intelligence, and digital media. The day concludes with the official opening marked by the Welcome Reception.

September 12

Day 2

On the second day, suppliers will meet with international buyers for one-on-one pre-scheduled sessions. Simultaneously, they will browse the trade floor. This is preceded by the Media Breakfast to include specially invited movers and shakers within the industry from the Ministry of Tourism, Jamaica Tourist Board, Caribbean Hotel & Tourist Association and Jamaica Hotel & Tourist Association, among others.

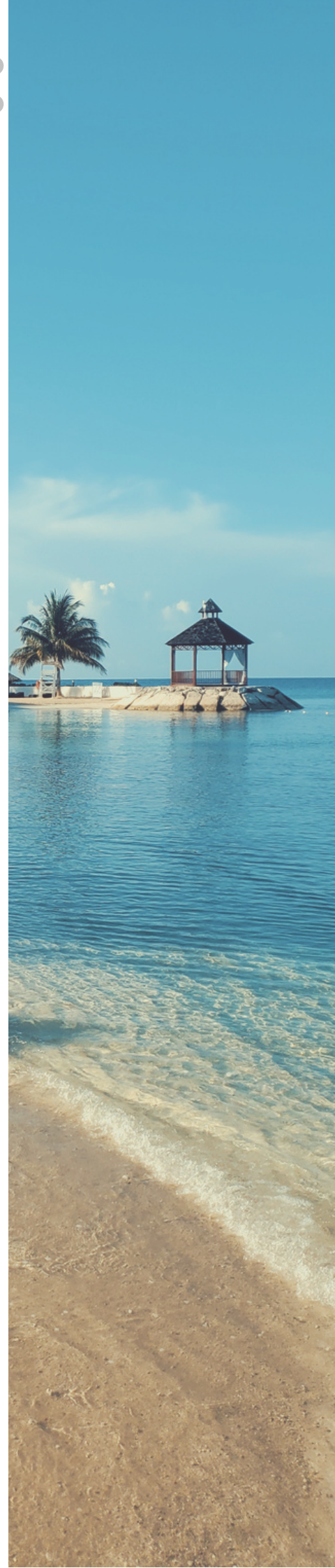
September 13

Day 3

The final day will feature ongoing scheduled appointments and a running coffee break. The day will conclude with a grand closing event hosted by Sandals Resorts International at Sandals Montego Bay.

The networking and marketing opportunities are endless at this once per year trade show. As a sponsor, you will have premium access to the buyers and sellers significant to the industry, both locally and internationally.

Let's meet, connect, exchange and do business.



YOUR BENEFITS:



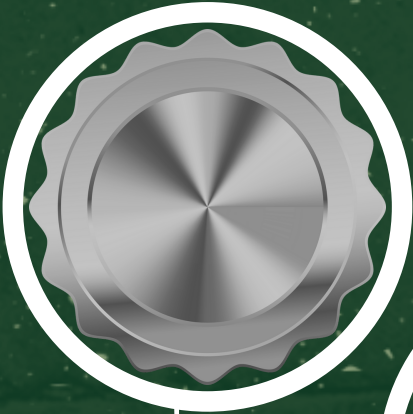
There are four sponsorship packages ranging from Platinum to Bronze. Other sponsorship opportunities are facilitated per your product category or upon your recommendation. Choose what best suits your needs.

By becoming a sponsor, your company will receive a range of benefits and exposure, including:

- 1. Brand visibility:** Your logo and company name will be prominently displayed in our event marketing materials, including promotional materials, banners, and our event website. This will provide valuable exposure to our targeted audience.
- 2. Networking opportunities:** Our event brings together industry professionals, influencers, and decision-makers. As a sponsor, you will have exclusive access to networking events and opportunities, allowing you to connect with key stakeholders and build valuable relationships.
- 3. Public recognition:** We will acknowledge your generous support during the event through verbal recognition, press releases, and social media mentions. This will showcase your company brand to new buyers to augment your market.
- 4. Exclusive access and perks:** As a sponsor, you and your team will receive exclusive passes, reserved space, and other exclusive privileges.
- 5. Customisable partnership:** We are open to discussing additional benefits and tailoring the sponsorship package to align with your company's specific objectives and preferences. We value collaboration and are committed to creating a meaningful and mutually beneficial partnership.

SPONSORSHIP PACKAGES

Platinum - USD 15,000



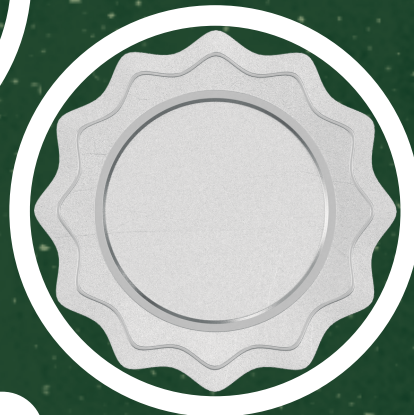
Premier sponsor recognition through tailored brand message, exclusive targeted marketing opportunities digital promotions, super booth, scheduled meetings, visibility and much more

Gold - USD 10,000



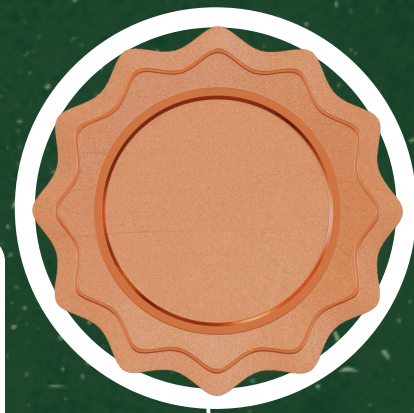
Premium sponsor recognition through tailored brand message, digital promotions, booth, scheduled meetings, visibility and much more

Silver - USD 8,000



Sponsorship highlights through sessions, booth, scheduled meetings, promo reference & more.

Bronze - USD 5,000



Sponsorship appreciation through small booth, meeting, & in-person marketing.

PLATINUM PACKAGE

ADVERTISING | MARKET REACH | CONVERSION

USD 15,000.00

- 15-minute presentation during lunch hour (subject to availability);
- One super booth [30x6 ft.] and four complimentary registrations;
- Prescheduled one-on-one meetings by two of your registrants;
- Opportunity for exclusive external media interviews.
- Three promotional e-blasts to registrants;
- Five messages on event's social media platforms;
- Opportunity to include an advert and paraphernalia in Welcome Kit;
- Name cards distributed to all attendees;
- Promotional reference on marketing collateral, event signage and publicity material through press releases and promotions;
- Speaking and branding opportunity at JAPEX Press Launch;
- Logo and hyperlink on www.japex.org;
- Opportunity to brand event grounds (6 feather banners);
- Exclusive sponsorship per your product category;
- Banner inside hall.
- Unfettered access to our networking lounge.

GOLD PACKAGE

ADVERTISING | MARKET REACH | CONVERSION



USD 10,000.00

- 10-minute presentation during lunch hour (subject to availability);
- A double booth [20x6 ft.] and four complimentary registrations;
- Prescheduled one-on-one meetings by two of your registrants;
- Four promotional e-blasts to registrants;
- Four messages on event's social media platforms;
- Opportunity to include an advert and paraphernalia in Welcome Kit;
- Name cards distributed to all attendees;
- Promotional reference on marketing collateral, event signage and publicity material through press releases and promotions;
- Branding at JAPEX Press Launch.
- Logo and hyperlink on www.japex.org;
- Opportunity to brand event grounds (4 feather banners);
- Exclusive sponsorship per your product category;
- Banner inside hall.
- Unfettered access to our networking lounge.

SILVER PACKAGE

ADVERTISING | MARKET REACH | CONVERSION

USD 8,000.00

- One large booth [10x6 ft.] and two complimentary registrations;
- Opportunity to present an educational session, subsequent to JHTA's approval of topic relevance (subject to availability);
- Prescheduled one-on-one meetings by one of your registrants;
- Three promotional e-blasts to registrants;
- Two messages on event's social media platforms;
- Promotional reference on marketing collateral, event signage and publicity material through press releases and promotions;
- Branding at JAPEX Press Launch.
- Logo and hyperlink on www.japex.org;
- Opportunity to brand event grounds (2 feather banners);
- One banner advert on JAPEX website.
- Standing banner inside exhibition hall;
- Unfettered access to our networking lounge.

BRONZE PACKAGE

ADVERTISING | MARKET REACH | CONVERSION



USD 5,000.00

- One standard booth [8x6 ft.] and one complimentary registration;
- 5-minute product update at travel agent presentation;
- Prescheduled one-on-one meetings by your registrant;
- One promotional e-blast to registrants;
- One message on event's social media platforms;
- Promotional reference on marketing collateral, event signage and publicity material through press releases and promotions;
- Logo and hyperlink on www.japex.org;
- Opportunity to brand event grounds (1 feather banner);
- Standing banner inside exhibition hall.
- Unfettered access to our networking lounge.

Other Sponsorship Opportunities

We are also facilitating opportunities tailored to suit the diverse needs and objectives of our valued sponsors. We understand that each organization is unique, with its own goals and areas of focus. Therefore, we have carefully curated sponsorship categories that provide our sponsors with alternative benefits such as affordability and meaningful engagement. You may opt to sponsor based on your product category.

- **Coffee Break -** This may include sponsoring the cost of the coffee break as presented by the venue or products for this section, i.e. coffee, milk, etc.
- **Lunch -** This sponsorship requires covering the cost for lunch as presented by the hosting venue.
- **Internet & Connectivity -** This sponsorship includes sponsorship of the internet and connectivity requirements for the days of the event.
- **Networking Lounge -** The chill lounge will be a space equipped with multimedia facilities for social media streaming and content generation for the JHTA and JTB platforms. You may contribute to the cost for its setup.
- **Décor -** We welcome décor partners or sponsorship for the cost of décor arrangements.
- **JAPEX Web Application -** We welcome technology partners for our 2023 JAPEX Web Application that will display sponsors and details of the event proceedings.

Don't Miss This Opportunity to Partner

If you would like to partner in sponsorship for the 2023 Jamaica Product Exchange (JAPEX), complete the sponsorship registration form below:

[Complete Form](#)



If you have any further queries, you may contact ttomlinson@jhta.org

*With thanks for your continued partnership
and contribution to Brand Jamaica.*



JAMAICA
TOURIST BOARD

Jamaica Hotel & Tourist Association
2 Ardenne Road
Kingston 10, Jamaica W.I.,
Telephone : (876) 926-3635-6
Website: www.jhta.org