

## The BIGGEST event in Latin American tourism is back with a bang - don't miss out on EXPERIENCE LATIN AMERICA 2015!

The Latin American Travel Association (LATA) presents Experience Latin America by LATA 2015 - an exciting B2B travel trade event in London, bringing together key suppliers from Latin America with influential buyers from the UK and Europe.

Following the success of last years' event, Experience Latin America (ELA) by LATA will return to CCT Venues Plus Canary Wharf in central London from **15<sup>th</sup>-17<sup>th</sup> June 2015**. During the three day event DMCs, hotels and airlines from across Latin America will meet, interact and develop relationships with key UK and European Tour Operators, Travel Agents and Media. This exclusive event is by invitation only in order to ensure both invited suppliers and buyers have a mutual interest in growing business to Latin America.

There will be invaluable networking opportunities at the event during coffee and lunch breaks as well as great sponsorship opportunities for exhibitors to build brand and destination awareness to a targeted audience. At present there are **82 registered exhibitors** including Mexico Tourist Board, Relais & Château and Belmond hotels as well as United, Air Europa and Latam airlines. In addition, PROMPERÚ (Peru's official tourist board), The Singular Hotels Patagonia, Galacruises Expedition, Metropolitan Touring and Inca Rail.

Early bird rates have now closed. There are a limited number of places still available. All registered suppliers will receive the following:

- 1 table & 2 chairs
- Standard personalised table branding
- 1 delegate registration
- 1 set of appointments (up to 40 meetings over 3 days) with UK & European buyers and media
- 3 official networking lunches
- 3 official daily networking coffee breaks
- 2 official networking parties
- Participation in the LATA Awards ceremony
- Participation to the comprehensive seminar programme
- Inclusion on official Experience Latin America website and show guide listing
- Complimentary WI-FI at the show
- Individual plug socket per table
- Exhibitor Public Liability Insurance

Byron Shirto, Chairman of LATA says, "After the success of ELA 2014, Experience Latin America has already defined itself as **the** Latin American travel trade event of the year in Europe. We have been inundated with requests to exhibit or attend for what promises to be an even bigger and better show this year. If you aren't involved already, make sure you register your interest now!"

The Chile Tourist Board is the first official sponsor of ELA 2015. Chile will sponsor the official show badge pouches and bags.

There are a wide range of sponsorship opportunities still available for this years' event including:

- Welcome area branding
- Opening evening event
- LATA awards event
- Coffee break station
- Seminar room sponsorship
- Badge pouches
- Hosted buyers speed dating breakfast
- Branded charging points
- Street food networking lunch
- Massage rooms

Colin Stewart of Air Europa on last years event - *“Air Europa were very proud to be a part of the inaugural Experience Latin America launch party as sponsors, welcoming over 200 key Latin American travel professionals to London. I was thrilled with the event and felt completely justified in the investment. What impressed me most about the event was the calibre of individuals and wide range of attendees both UK and Latin America based. The team at ELA should be very proud of what they accomplished and I am already looking forward to 2015!”*

Selling Travel is the official media partner for ELA 2015.

For regular updates and insights into the event follow Experience Latin America by LATA on Twitter [@ELA\\_by\\_LATA](#) and [@latauk](#) and with the official show hashtag [#ELA2015](#) .

- ENDS -

## Notes to Editors:

**About LATA:** THE LATIN AMERICAN TRAVEL ASSOCIATION (LATA) is a travel trade association bringing together over 275 companies including tourist boards, tour operators, airlines, representation companies, hotels and the travel press. The aim of the association is to promote Latin America as a tourist destination and stimulate growth of travel to the region through a range of promotional and educational activities, and is committed to improving standards and best business practice for the safety and welfare of visitors to Latin America.

For any company who wishes to enquire about sponsorship and tailor-made packages as well as booking a place at a rate of £2,500\*, please get in touch with a team member at [info@experiencelatinamerica.co.uk](mailto:info@experiencelatinamerica.co.uk) or visit [www.experiencelatinamerica.co.uk](http://www.experiencelatinamerica.co.uk). Please note that the maximum number of exhibitors is 120 and LATA reserves the right to restrict the number of suppliers per country.

\*Price is per table with 1 delegate, additional charges apply to second delegate.

For more information about becoming a member of LATA and membership benefits, please contact [info@lata.org](mailto:info@lata.org).

For more information on ELA 2015, and to see highlights of ELA 2014, please visit [www.experiencelatinamerica.co.uk](http://www.experiencelatinamerica.co.uk)



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