



BTL PASSPORT

TopAtlântico

March 12-16 2024



BTL Passport

BTL PASSPORT aims to highlight destinations and companies through their tourism offer at BTL.

The challenge is to attract discerning travelers, who are looking for genuine and memorable experiences, to your stand, in order to get to discover and experience the authenticity and diversity of the tourist offer...

The Journey begins with you and your STAND ...

BTL PASSPORT is exclusively destined for companies/destinations participating at BTL 2025.





How does it work?

During the period open to the public, 4.000 passports will be handed out to visitors who accept the challenge of discovering and experiencing unique moments in each of the destinations and companies promoting the tourist offer present in BTL PASSPORT.

For valid passports, which include a stamp at each of the stop-off points, there is the chance to win an all-inclusive trip for a week, a weekend, a discount check and much more... We have 50 prizes to give away, sponsored by TOP ATLÂNTICO.



How does it work?

BTL PASSPORT is distributed by the organization, in an identified area for this purpose, in accordance with the rules defined in the regulation. BTL PASSPORT is only valid once it has been stamped by all the destinations and/or companies and validated by the BTL organization and TOP ATLÂNTICO.

To do this, visitors need to stop by the various stands, see what's on offer, enjoy an experience and then obtain a stamp.

PASSAPORTE BTL



Advantages?

Advantages?

Increase in
visibility during
BTL



Advantages?

Increase in stand visits



Advantages?

Engagement with attendees

A photograph of a trade show booth. A woman in a green blazer is handing a brochure to a woman in a black blazer. The woman in black is holding a smartphone. In the background, other attendees are looking at brochures. The brochure being handed over has the text 'Dreher' and '3rd floor' and 'CONCRETE'.

Participate?

AS INTERNATIONAL

DESTINATION:

The Destination can have a promotional image with the following dimensions:

1 – page 105*148mm - 590,00€ + VAT



Participate?

AS A COMPANY/BRAND:

Any BTL exhibitor can be included in the BTL PASSPORT to promote its participation in the event, communicate its location, promotions, among others and generate greater engagement with attendees, as well as even attract visitors to the stand.

In addition to your presence in BTL PASSPORT, your brand can be found on:

- Accreditation mural
- Envelopes (with or without prize)



Participate?

The brand/company can feature a promotional image on the BTL PASSPORT with the following dimensions:

1 - page measuring 105*148 mm + 200 envelopes

750,00 € + VAT

2 - double page measuring 210*148mm + 300 envelopes

1.200,00 € + VAT



A close-up photograph of a hand holding a small, cylindrical metal object with a textured surface. The object has the letters 'FB' embossed on its side. The hand is positioned over an open book with a yellow cover. The background is blurred, showing a person in a white shirt and a green object. The text 'ARE YOU IN?' is overlaid in large, blue, sans-serif font across the center of the image.

ARE YOU IN?

EQUIPA BTL



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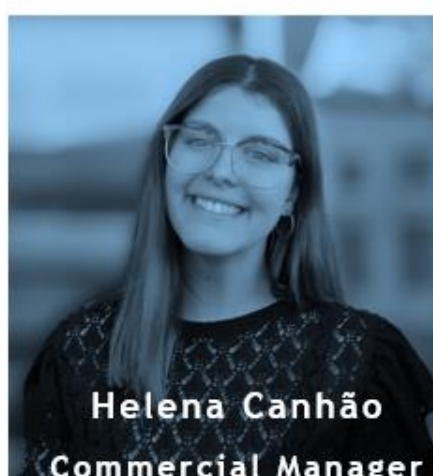
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