



BRAND  
**USA**

Brand USA  
**REQUEST FOR PROPOSAL**

TRAVEL WEEK LATIN AMERICA

JUNE 10, 2026

## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

For industry and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

## PURPOSE

Brand USA invites proposals from experienced Destination Management Companies (DMCs) to plan, manage, and execute Brand USA Travel Week Latin America 2027 (TWLA27) - a multi-day, multi-track B2B trade and media event bringing together U.S. travel exhibitors and Latin American buyers, media, and travel agents. TWLA27 is the second edition of this event and the first to include Mexico as an origin market.

The event will take place March 13–18, 2027, at a single host venue in Panama City, Panama. Brand USA is seeking a DMC partner with deep in-market expertise across both destinations and across the Latin American travel trade landscape to serve as the on-the-ground operational lead from July 2026 through April 30, 2027.

The selected DMC will be responsible for all logistics, vendor management, hosted travel coordination, multilingual communications, on-site delivery, and post-event reporting within an all-in budget of max \$450,000.

**Event:** Travel Week Latin America 2027 (TWLA27)

**Dates:** March 13–18, 2027

**Location:** Panama City, Panama

**Estimated Attendance:** ~200 delegates for main event; additional 100 travel agents for optional training (more detail to follow)

**Total Budget:** \$450,000 (all-in)

**Engagement Term:** July 2026 – April 30, 2027

**Proposals Due:** June 18, 2026 · Submit to: [RFPadmin@thebrandusa.com](mailto:RFPadmin@thebrandusa.com) (cc: [info@brandusatravelweek.com](mailto:info@brandusatravelweek.com))

## SCOPE OF SERVICES

The selected DMC will be responsible for the following:

### Host City Evaluation & Venue Contracting

- Structured assessment of Panama City against Brand USA's host city framework
- Recommended site visits and venue evaluation for both candidates
- Hotel and venue contracting; negotiation of preferential room block rates for a 585-room-night block (peak nights March 15–16)
- Property requirement: 4+ Diamond, full-service property with self-contained meeting space

### Event Logistics & Vendor Management

- AV/production, F&B, transportation, event branding, photography

- Full setup and teardown coordination
- Command center and run-of-show management
- Temporary staff recruitment and management

**Registration & Matchmaking**

- Platform configuration (Cvent or equivalent)
- Full delegate management across all audience segments
- Pre-scheduled B2B appointment matching between U.S. exhibitors and LatAm buyers

**Hosted Travel Coordination**

- Flight coordination and transfers for hosted buyers (75–100) and media (15–25) across 6+ origin markets: Brazil, Mexico, Argentina, Colombia, Chile, Peru
- Visa support as needed

**Multilingual Communications**

- All delegate communications in English, Spanish, and Portuguese
- Event microsite and mobile app
- Simultaneous interpretation (Spanish & Portuguese) for plenary sessions; sourcing interpreters available for 1:1 meetings

**Post-Event Deliverables**

- Delegate satisfaction surveys
- Full budget reconciliation
- Comprehensive wrap report delivered by April 15, 2027

**SPECIFICATIONS**

**Event Dates:** March 13–18, 2027 (Q1 2027; subject to confirmation)

**Format:** Single-venue, multi-day · Trade, Media & Leadership tracks · Optional Travel Agent Training (secondary venue possible)

**Estimated Budget:** \$450,000 (all-in)

**Origin Markets:** Brazil, Mexico, Argentina, Colombia, Chile, Peru and Panama

**Languages:** English · Simultaneous interpretation: Spanish & Portuguese

**Anticipated Participation**

Audience	Target	Profile
U.S. Exhibitor Organizations	~50	DMOs, attractions, accommodations, transport
LatAm Buyers	75–100	Tour operators, OTAs, travel-trade businesses
LatAm Media	15–25	Trade & consumer travel media

Audience	Target	Profile
LatAm Travel Agents	~100	Travel agents (Travel Agent Training day)
Brand USA Staff & Reps	15–20	HQ team and in-market representatives
Speakers & Partners	10–15	Plenary speakers, selected industry partners

## Daily Program Schedule

Six-day program across a single venue with concurrent Trade, Media, and Leadership tracks. Approximately 200 delegates in total (plus 100 travel agents). Hosted buyers and media are fully hosted (flights, accommodation, transfers). U.S. exhibitors are self-funded. All plenary content in English with simultaneous interpretation in Spanish and Portuguese. Interpreters available for meetings as needed.

<b>SAT</b> Mar 13	<b>STAFF &amp; SETUP DAY</b> <ul style="list-style-type: none"> <li>· Brand USA staff arrivals - check-in, team briefing, venue walkthrough</li> <li>· DMC on-site setup begins - registration desk, signage, AV checks, run-of-show review</li> <li>· Venue &amp; hotel coordination - room block activation, F&amp;B briefings, logistics checks</li> </ul>
<b>SUN</b> Mar 14	<b>U.S. PARTNER ARRIVALS</b> <ul style="list-style-type: none"> <li>· U.S. exhibitor arrivals - airport transfers (on their own) to hotel, check-in</li> <li>· Exhibitor orientation - venue walkthrough, badging, appointments preview</li> <li>· Speaker arrivals &amp; briefings</li> </ul> <b>EVENING: WELCOME RECEPTION</b> <ul style="list-style-type: none"> <li>· Welcome networking reception - all arrived U.S. partners &amp; Brand USA staff</li> <li>· Off-site venue · F&amp;B · cultural entertainment · introduction to host destination</li> </ul>
<b>MON</b> Mar 15	<b>U.S. PARTNER ENRICHMENT DAY</b> <ul style="list-style-type: none"> <li>· Market intelligence sessions - LatAm outbound briefings across all 6 priority markets</li> <li>· Brand USA strategy presentations · Exhibitor sales training · Appointments orientation</li> </ul> <b>BUYER &amp; MEDIA ARRIVALS</b> <ul style="list-style-type: none"> <li>· Group 1 buyer arrivals (Brazil, Mexico, Argentina) - airport transfers, hotel check-in</li> <li>· Press/media arrivals - transfers, check-in, media briefing packs, badge collection</li> </ul> <b>EVENING: WELCOME RECEPTION - BUYERS &amp; MEDIA + Exhibitors (150ppl) - preferably on-site</b> <ul style="list-style-type: none"> <li>· Opening remarks by Brand USA &amp; host destination · First networking opportunity</li> </ul>

**TUE**

Mar 16

**TRADE TRACK - B2B APPOINTMENTS**

- Pre-scheduled B2B appointments - U.S. exhibitors × Group 1 buyers (Brazil, Mexico, Argentina)
- Full day · Matchmade timed table appointments · Plenary opening session (EN/ES/PT interp.)

**MEDIA TRACK**

- Separate media track - 1:1 appointments with U.S. exhibitors · briefings · interview slots · leadership engagement

**LEADERSHIP TRACK**

- Leadership Enrichment - senior leaders, invitation-only · Media engagement

**EVENING: GALA DINNER - ALL TRACKS (200ppl) - off-site considered**

**WED**

Mar 17

**TRADE TRACK - B2B CONTINUES**

- B2B appointments continue - U.S. exhibitors × Group 2 buyers (Colombia, Chile, Peru + overflow)
- Full day · Matchmade timed table appointments · Plenary opening session (EN/ES/PT interp.)

**MEDIA TRACK**

- Media appointments continue - additional media programming

**LEADERSHIP TRACK**

- Leadership Enrichment - senior leaders, invitation-only · Off-site immersion experience

**EVENING: RECEPTION - Media, Buyer Group 2 + Exhibitors (150ppl) - on-site preferred**

**DEPARTURES**

- Group 1 buyer & media departures - DMC-coordinated transfers · U.S. exhibitor departures (on own) may begin

**THU**

Mar 18

**AM: TRAVEL AGENT TRAINING**

- Half-day TA Training Program - ~100 local travel agents from host-city market and wider region
- Optional for U.S. exhibitors · Product knowledge stations · Destination USA overview
- Brand USA Trade team leads content and program · DMC manages logistics, F&B, and AV, simultaneous interpretation

**PM - DEPARTURES**

- U.S. exhibitor departures - majority depart post-training
- Group 2 buyer departures throughout the day · 15 rooms held for late departures
- Brand USA staff final wrap & venue close

*Schedule is indicative and subject to change. Final program to be confirmed with selected DMC during pre-event planning phase.*

## MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all required deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA no later than the Q&A deadline noted in the Tentative Schedule, sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com) (cc: [info@brandusatravelweek.com](mailto:info@brandusatravelweek.com)). Questions will not be answered on calls. Company names will be removed from the published Q&A document. Pitches will not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by the deadline noted in the Tentative Schedule (due by 5:00 PM EDT). The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com) (cc: [info@brandusatravelweek.com](mailto:info@brandusatravelweek.com)). This notice is nonbinding; however, it ensures the receipt of all addenda. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.
2. **RFP Responses** must contain the following information:
  - a. Cover letter - signed, confirms fee and 90-day validity.
  - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. Contract Manager/Team: Identify the named lead(s) who will manage TWLA27. Include resumes or descriptions of all key team members.
  - d. Latin America experience documentation, including Panama City.
  - e. Proposed approach, critical path, and host-city recommendation.
  - f. Case Studies: Minimum one Latin American B2B trade event or similar event (max 3 case studies appended).
  - g. Direct answers from the "Proposal Questions" section. Include each question and your answer. Failure to provide direct answers may negatively impact your submission.
  - h. Detailed line-item budget (net cost) plus separate disclosure of anticipated supplier-side income, within the \$450,000 ceiling.
  - i. Risk register (top 5–8 risks with mitigations).
  - j. Minimum 3 references from comparable events.
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

Proposals should be submitted as a single PDF in English, maximum 25 pages excluding case studies.

**TENTATIVE SCHEDULE**

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

<b>Milestone</b>	<b>Date</b>
Proposal Released	<b>Wednesday, June 10, 2026</b>
Intent to Respond Due	<b>Monday, June 15, 2026</b>
Vendor Q&A Period	<b>June 11–17, 2026</b>
Proposals Due	<b>Thursday, June 18, 2026</b>
Finalist Notifications Sent	<b>Friday, June 19, 2026</b>
Finalist Presentations (Virtual & In-Person)	<b>Week of June 22, 2026</b>
Award Notification	<b>Tuesday, June 30, 2026</b>

*Note: All dates are subject to change at Brand USA's discretion.*

## PROPOSAL QUESTIONS

Please address the following in your proposal:

### 1. Latin America Experience & Host-Market Depth

How many multi-day B2B trade events have you managed in Latin America in the past three years? Provide three references from recent comparable events, including at least one hosted in Panama City. Describe your established vendor relationships and ground-level knowledge in host-city.

### 2. Proposed Approach & Critical Path

Provide a proposed project timeline with key milestones from contract execution through post-event wrap (target: wrap report by April 15, 2027). Describe your approach to venue and hotel contracting, hosted buyer/media travel logistics, and on-site command-and-control. How do you manage concurrent multi-track programming?

### 3. Staffing Plan

Provide a staffing plan with named leads for key roles (e.g., Project Lead, Logistics Manager, Buyer/Media Travel Coordinator, On-Site Operations Lead). Include rates and estimated hours. How will you ensure sufficient staffing to manage six origin markets simultaneously?

### 4. Hosted Travel Coordination

Describe your process for managing hosted buyer and media travel from six origin markets (Brazil, Mexico, Argentina, Colombia, Chile, Peru). How do you handle group flight coordination, airport transfers, and visa support? What systems do you use to track and communicate with hosted delegates pre-event?

### 5. Multilingual Capabilities

Describe your experience managing events with simultaneous interpretation in multiple languages. How do you source and manage interpreters? How are EN/ES/PT communications managed across delegate touchpoints (invitations, confirmations, on-site signage, app)?

### 6. Technology & Registration

What registration and matchmaking platform do you propose (Cvent or equivalent)? Describe your experience configuring appointment-based B2B matchmaking for 50+ exhibitors and 100+ buyers. How is the event app managed? Describe your data management and delegate communication workflows.

### 7. Budget Management & Supplier Income Disclosure

Provide a detailed line-item budget at net cost, within the \$450,000 all-in ceiling. Separately disclose all anticipated supplier-side income (commissions, rebates, etc.). How do you track budget in real time and manage change orders? What cost controls do you apply specifically for hosted travel, F&B, and AV

## **DELIVERY OF PROPOSAL**

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com) (cc: [info@brandusatravelweek.com](mailto:info@brandusatravelweek.com)). We will acknowledge receipt; if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, contact us and we will make arrangements.

## **EVALUATION AND CONTRACTING**

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which provider best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers, or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: June 15, 2026 by 5:00 PM EDT

SEND TO: [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com) (cc: [info@brandusatravelweek.com](mailto:info@brandusatravelweek.com))

**NAME OF BIDDER / COMPANY:**

**CONTACT PERSON:**

**MAILING ADDRESS:**

**TELEPHONE:**

**E-MAIL ADDRESS:**

**SIGNED:**

## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

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Authorized Signature

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Typed or Printed Name

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Title

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Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

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Phone Number

---

Official Contact Title

---

Facsimile Number

---

Email Address

---

Street, City, State, Zip

**ATTACHMENT 3  
FOR BRAND USA USE ONLY**

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

## Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Latin America Experience & Host-Market Depth	25%	
Quality of Proposed Approach	25%	
Team Strength & Named Leadership	20%	
Commercial Discipline & Value for Money	20%	
References & Case-Study Fit	10%	
TOTAL	100%	