

5 STEPS TO GET STARTED

Follow this guide to ensure a smooth and successful exhibiting experience!

World Travel Catering
& Onboard Services[®]

EXPO



This guide will take you through the important steps to make WTCE a success for your company.

If you have any queries, please don't hesitate to contact us:

Customer Services Helpline
Tel: +44 (0) 208 271 2181

[**Send Online Enquiry**](#)

1 Initial Planning

MANAGE YOUR PARTICIPATION' GUIDE

Bookmark the 'Manage Your Participation' page on the event website. This is your go-to resource for the most up to date information for organising your participation at WTCE.

[Visit Manage Your Participation](#)

YOUR CUSTOMER SUCCESS MANAGER

As an Exhibitor you have a dedicated Customer Success Manager to guide you through the entire exhibiting process, including:

- An overview of all tools and portals
- Completing your website profile
- How to register your stand staff badges
- Using the Marketing and PR Tools
- Using the Business Builder tools
- Using WTCE Connect
- Your stand and exhibiting experience

You will be introduced to your Customer Success Lead, who will be your main point of contact, by your sales representative, and look out for an introductory email titled 'WTCE 2025'.



PLAN YOUR OBJECTIVES

At the show I want to: (tick all that apply)

- Build leads
- Network
- Have meetings with existing contacts
- Have meetings with new contacts
- Let people know about our product and services
- Launch a new product or service
- Get feedback on a prototype or service
- Other

I will be happy if I manage to get: (Insert approx number)

- Meetings
- Leads

A FIVE MINUTE BUSINESS PLAN

My total event budget is:

I plan to spend:

- Stand design/graphics
- AV/electrics/internet/lighting
- Furniture
- Hospitality
- Product samples
- Hotel/food/travel
- Additional sponsorship and advertising to boost my presence

2 Your Stand

YOUR STAND BUILD

Shell Scheme - Trend or Premium

A ready to go option including walls, name-board, carpet and spotlights.



New Exhibitor Village Shell Scheme

Exclusively for companies located in our New Exhibitor Village.



Space Only

Exhibitor is responsible for building the complete stand with your chosen stand builder.



SmartSpace

If you have booked a 'Space only' package, make sure you check out SmartSpace, the stand design and build service provided by WTCE.

[Find out more about SmartSpace](#)

**If you're not sure which stand package you have booked, or you'd like any more information, please contact your Sales Account Manager or Customer Services.*

THE EXHIBITOR MANUAL

To find all the operational information you need to organise your stand, visit the Exhibitor Manual, which includes:

- Full event timeline
- Official suppliers
- Logistics, couriers and deliveries
- Onsite Services
- Health & Safety

LAUNCHING
JANUARY
2025!

CREATING AN ENGAGING STAND

No matter your stand size or budget, you can use a bit of creativity to create a display that engages and attracts visitors as they pass.

1. Layout and Furniture

Your event objectives and target audience should guide your design – do you want to showcase all of your products, encourage sampling, hold meetings for example?

2. Design and Branding

Be bold and simple– make sure your brand and strapline are clearly visible and place logos and key information at eye level.

4. Branded Giveaways

Use branded tasters and samples but avoid placing them right at the front, or you'll miss the chance to engage with people!

3. Product Displays

Make it easy and inviting for buyers to freely touch and look at your products, especially to catch their eye as they walk the aisles!

5. Stand Activities

Use all five senses to draw people in – this include sampling sessions, music demonstrations, competition, video presentations or even a cocktail hour!



3 Promote your Presence

FREE MARKETING & PR TOOLS

Get in the Industry Media

As a WTCE exhibitor, there are multiple opportunities to be included in our press releases and special features with our media partners. Contact our official PR agency for free support or download the WTCE PR Guide for more details.

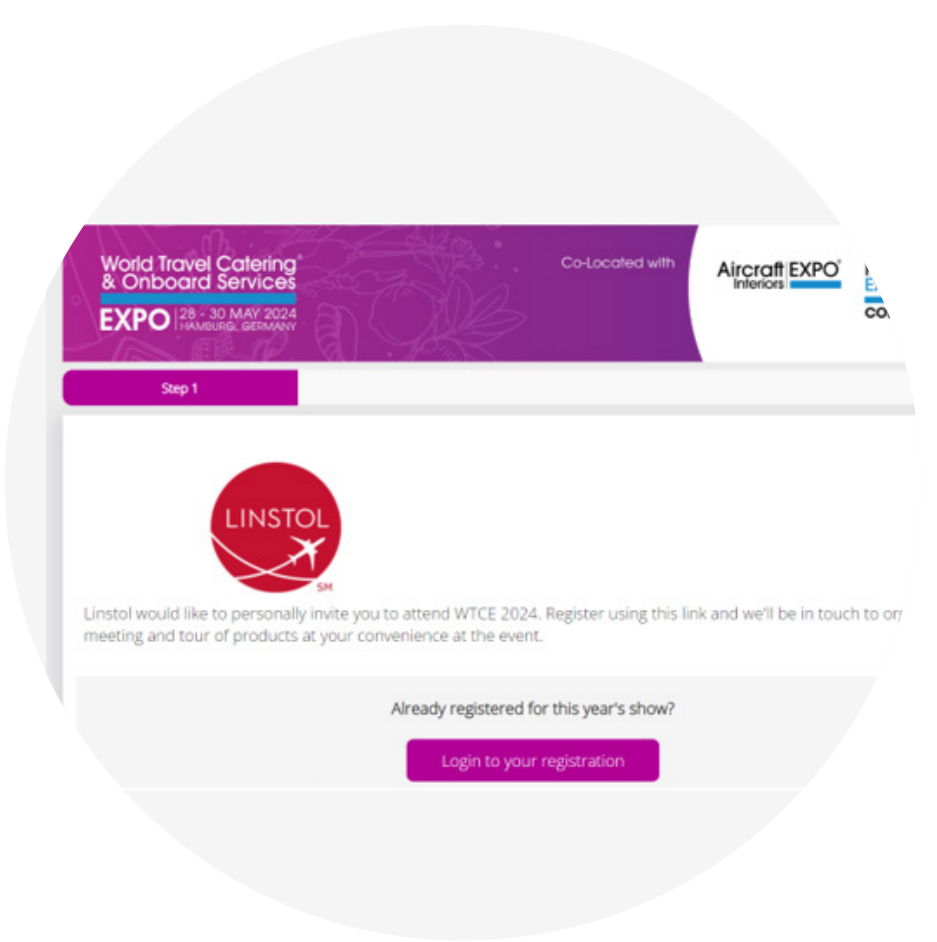


Logos, Banners and Personalised Graphics

We provide a number of assets including personalised social media graphics, website banners and emails you can use to share you're exhibiting and your stand number!

Track Your Customer Registrations

Customised event registration forms, with your company logo, are available for you to promote your attendance online.



Book in a Marketing Chat

Let our marketing team guide you through all the free marketing and PR opportunities over a 15 minute video call. You can also track which of your customers have registered through your unique link.

[View all Marketing and PR Opportunities](#)

BE PART OF OUR THEMED EXHIBITION TRAILS

WTCE's curated trails around the show floor highlight innovative and noteworthy exhibitors in the key areas of sustainability, wellbeing and technology



STEPS TO SUSTAINABILITY

This trail will cover products ranging from tableware and amenities to food and drink and will be selected based on sustainable company practices or environmentally conscious materials.

WELLBEING WALK-THROUGH

If your company offers any products relating to passenger wellbeing, health wellness or nutrition you can apply to be on the Wellbeing Walk-through. Products will range from food and beverage to toiletries and other amenity items.

Who can apply? **All WTCE Exhibitors**
How much does it cost? **FREE**
When is the deadline? **13th December**

[Find out more](#)

4 Business Builder Tools

EXHIBITOR PROFILE

Complete your online Exhibitor profile; including:

- Company description
- Product categories
- Product listings...and more!

[Login into the Exhibitor Portal](#)

EXHIBITOR DASHBOARD

To improve your Exhibitor Profile page views and leads, log into the Exhibitor Portal to view the Dashboard and get actionable recommendations.

This includes:

- Your current Exhibitor Profile view stats
- Highlighted sections to prioritise
- How many leads you've generated

[Find out more](#)

LEAD MANAGER: APP (FORMERLY KNOWN AS EMPERIA)

Our contactless Lead Manager App lets you capture leads from the conversations you have with a simple scan of a badge.

The App is easy to use, contactless and works offline, allowing you to capture and score leads with confidence.

[Find out more](#)



LAUNCHING JANUARY 2025!

LEAD MANAGER: COLLECT QR

Go paperless and never miss a lead Busy at the show? Don't lose potential customers: they can scan your Collect QR code so you can follow-up later.

Make your booth work harder as you share relevant business information via your QR code and exchange contact details.



[Find out more](#)

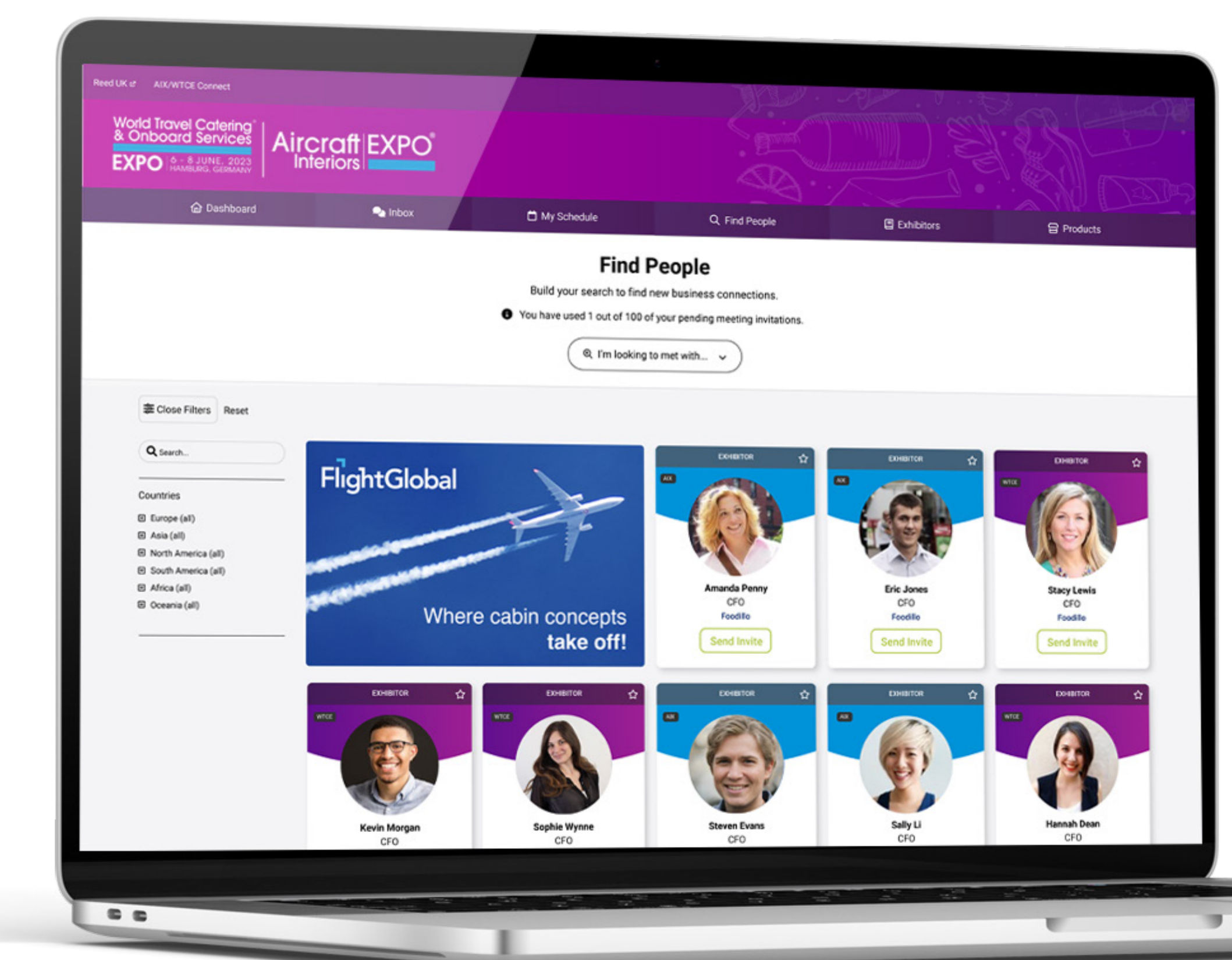
5 WTCE Connect

As an exhibitor, you have exclusive access to our online networking and meeting scheduling tool WTCE Connect.

All of your registered stand staff will be able to:

- Search the attendee directory and find buyers looking for your products
- Request meetings with relevant buyers in advance and plan your event diary
- Receive a personalised meeting schedule with names, photos and details of the buyers
- Get SMS and email reminders during the event, along with support from dedicated Connect team if needed.

[Read more on WTCE Connect](#)



One Month to Go Checklist

This list may look daunting but a lot can be covered quite quickly so tick these off when you have them completed:

Ordered all stand supplies including AV, furniture, electrics and graphics

Registered for exhibitor badges

Set up Emperia

Email clients and prospects

Book hotels

Book insurance

Arranged parking and travel

Followed our WTCE social accounts

Create a Staff rota

Stand design/graphics

Completed Website company profile

Download the app



Useful Links

[Customer Services Enquiries](#)

[Exhibitor FAQs](#)

[Exhibitor Portal](#)

[Floorplan](#)

[Official Hotels Partner](#)

[Logos and Banners](#)

Bookmark the

[Manage your participation guide](#)

on the WTCE website for the latest information.