

Exhibitor Masterclass

Maximise your Exhibiting Success!



Co-located:

World Travel Catering
& Onboard Services
EXPO

Aircraft EXPO®
Interiors

Passenger
Experience
CONFERENCE

Built by
RX
In the business of
building businesses

AGENDA

- Team Introduction
- Event Update and Features
- Business Builder Tools
- WTCE Connect Meetings
- Marketing & PR
- Features and Activations
- Operational and Stand Build Information
- Q&A



Team Intro

Shona Thomson – Event Manager – shona.thomson@rxglobal.com

Maria Harper – Marketing – maria.harper@rxglobal.com

Emma Preston – Operations - WTCE.Operations@rxglobal.com

Jemma Wythe – Storm PR - wtce@stormcom.co.uk

Customer Success Lead – Christy Jo Berlandino

Customer Services - +44 (0)20 8271 2181



Event Update and Features

What's new and updated?

Lead Manager – Collect – a new way for you to collect leads. Get your leads in real-time via the dashboard

Steps to Sustainability – After the success of 2024, this is back with enhanced exposure. If you're doing work in the sustainable space, let our audience know!

Tech Trail – new for 2025, a popular request amongst our visitors to see what is new in the tech area. We'll be spotlights exhibits with exciting technological developments

Well-being walk-through – mental and physical well-being is really important to passengers, this trail spotlights exhibitors making waves in this area

Plus...

Taste of Travel Theatre

Passenger Experience Conference

Welcome Party

Airlines registered to attend 2025



Business Builder Tools



[Manage your participation at WTCE](#)

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Business Builder Tools



Promote, connect, thrive: for the ultimate event ROI

Help more buyers find you, make more and smarter connections, access business opportunities and prove event results with measurable data. Find out how to exceed your event goals.



Help the right buyers find you by completing your **Exhibitor Profile**.



Drive interest in your business by showcasing your brand and products on the event website.

Choose a **Priority Plus Profile** for the ultimate visibility opportunity.



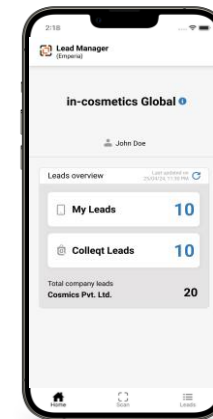
Maximise your ROI one insight at a time with **Exhibitor Dashboard**.



Analyse and maximise your profile results with your performance dashboard.



Never miss a lead when you use **Lead Manager**.



Save time, money and effort with the Lead Manager App and Collect QR codes. The smartest way to connect, qualify and follow up with buyers.

Add **Lead Booster (Offers)** to drive even more people to your booth.

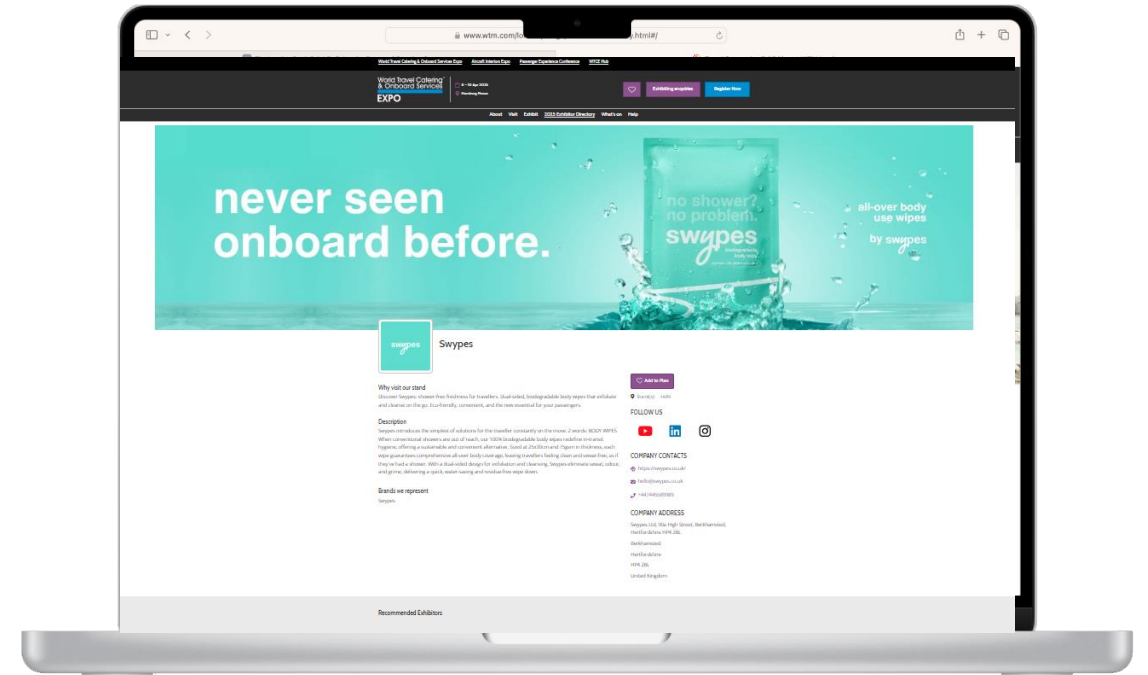
Exhibitor Profile

Included
for all
exhibitors

- Help attendees find you and your products while they plan their visit.
- Attract more targeted and relevant audiences (by industry, category, or product line).
- Strategically present your business to access a greater number of business opportunities at the event

What can I add to my profile?

- Your company branding and description
- Products/service categories
- Specific product images and information
- Company collateral and press releases
- Social media links and contact information
- Stand demos/tastings/events



Tip: 94% visitors plan their visit before the show by using Exhibitor Profiles.

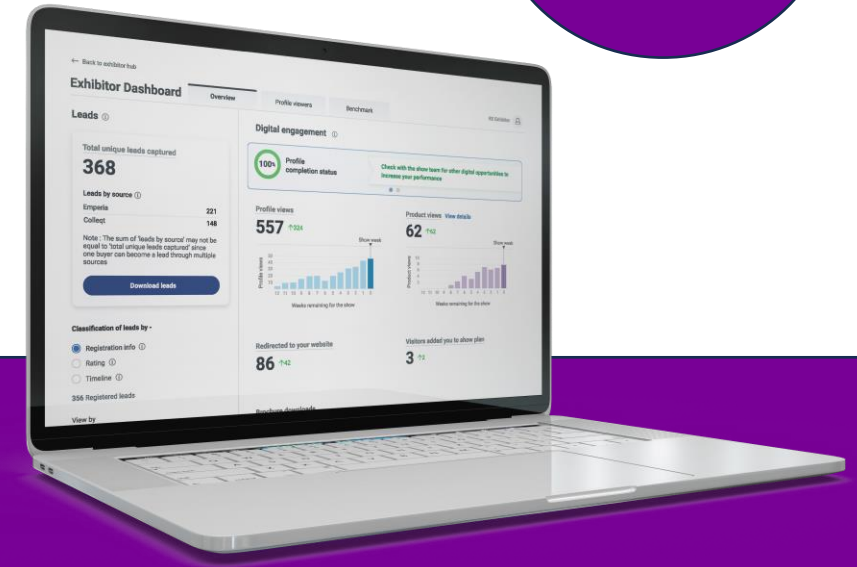
www.worldtravelcateringexpo.com/en-gb/exhibitor-hub.html

Exhibitor Dashboard

Included
for all
exhibitors

Gain intelligent data and recommended actions to evaluate your performance and boost your results.

Translate event outcomes into concrete metrics that help measure your ROI.



Access **before** and **during** the event to:

- Discover buyers that viewed your profile to unlock new business opportunities.
- Check your most viewed products and tailor your booth presence to suit.
- Measure and benchmark brand exposure for opportunities to boost your results.
- Get insider tips to boost your results in real-time.

Access **after** the event to:

- Segment and download your leads.
- Quantify your performance results.
- Use the rich lead data to craft an effective follow-up plan.
- Analyse the data for future growth opportunities.

www.worldtravelcateringexpo.com/en-gb/exhibitor-hub.html

Lead Manager: App, Colleqt, Booster



App (formerly Emperia)

- Capture richer lead data and qualify on-the-go.

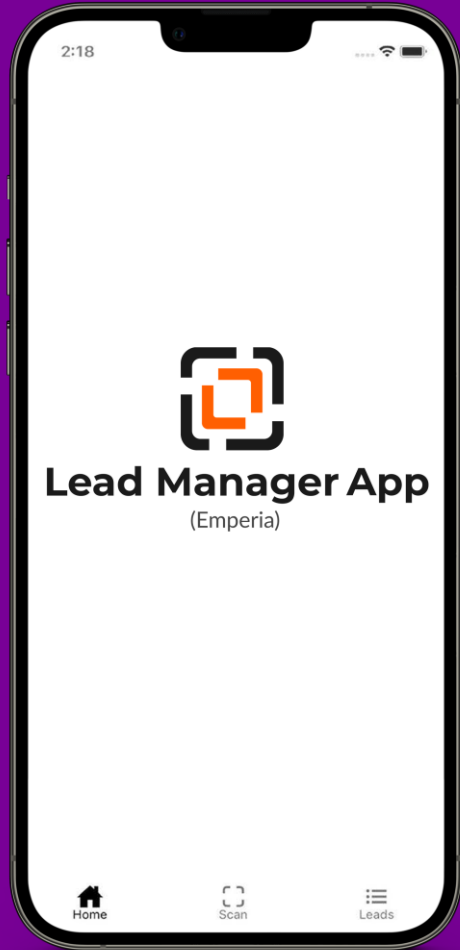
Colleqt QR Code

- Never miss a lead, even during peak times.

Lead Booster

- Attract even more of the right leads.

Lead Manager App



- Real-time app to scan attendees to your booth.
- All stand staff scanned leads connect to your company profile.
- Monitor leads live from the App or via the Exhibitor Dashboard
- Capture leads offline. App will sync when internet connectivity is available.
- Add lead enriching questions aligned to your event goals.
- In-app meeting notes will support better follow ups.
- **Download link and login details available in the Exhibitor Hub**

www.worldtravelcateringexpo.com/en-gb/exhibit/lead-manager.html

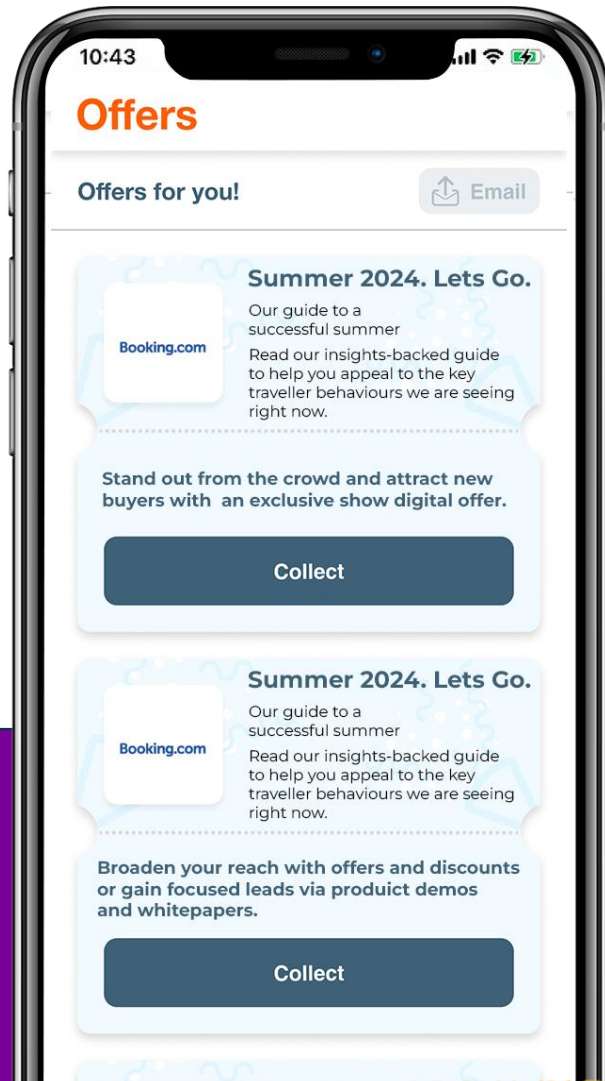
Included
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Lead Manager - Collect QR Code

- Every exhibitor will receive a tent card on your booth with your Collect QR Code.
- Ensure it is displayed in a high visibility location where it can be seen even when your booth is very busy.
- Access your leads in real-time information through the Exhibitor Dashboard and the Lead Manager App so you can start your follow-up strategy as soon as you like.
- Important! Ensure your contact information and collateral on your Exhibitor Profile is up to date as it will be shared with the visitors.

www.worldtravelcateringexpo.com/en-gb/exhibit/lead-manager.html





Lead Booster (Digital Gift Bag)

€1450

Why do I need Lead Booster?

- Additional opportunity to secure new leads.
- Give attendees the perfect reason to visit your booth.
- Maximise your event ROI.

What types of offers can be included?

- We can recommend types of offers based on your event goals.
- Please reach out to your account manager for more information.

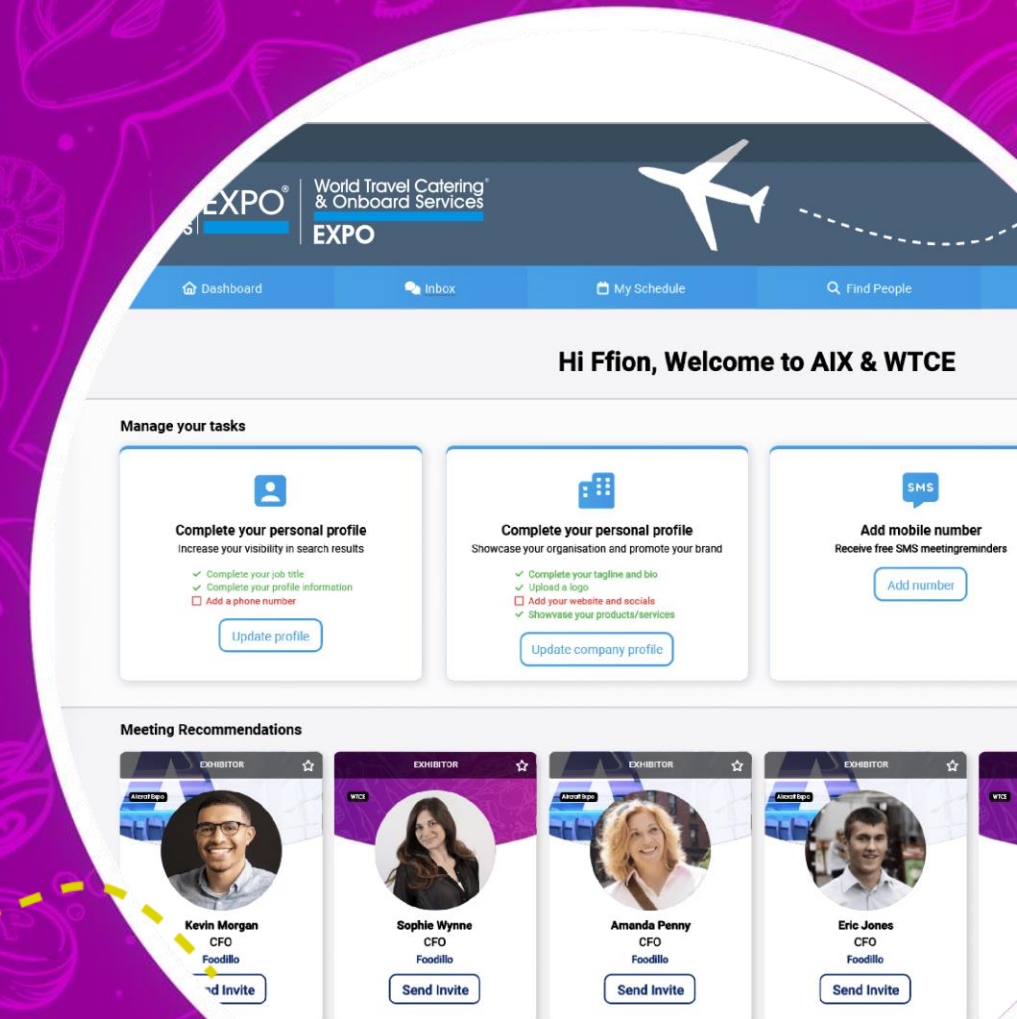
WTCE Connect – Meetings Tool

Launching
in
February!

All registered exhibitor stand staff have will receive a WTCE Connect account (Login details sent in Feb 25).

Once registered, you can:

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



Find out more at www.worldtravelcateringexpo.com/connect

Marketing Comms & PR



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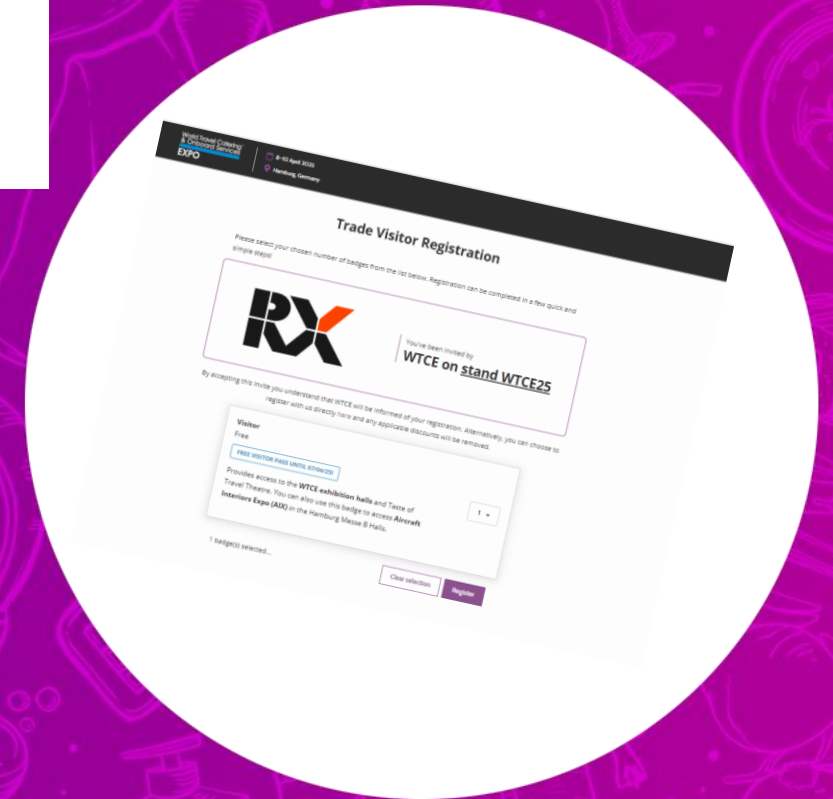
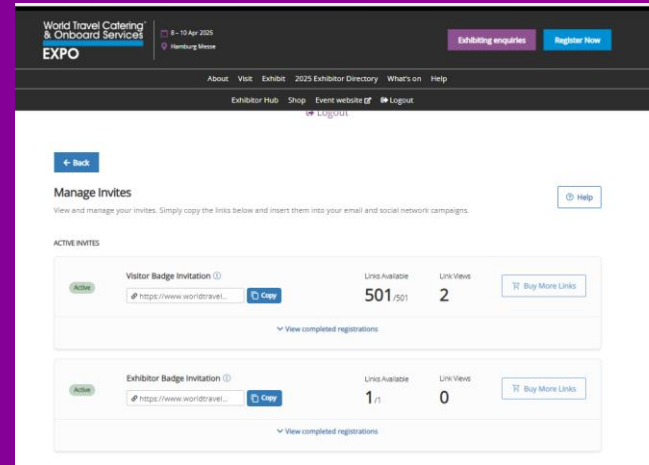


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Personalised Registration Form URL

Use this event registration form, branded with your company logo in your marketing and you'll be able to see how many, and who, registers via the form.

- Visit the Exhibitor Portal
- Click on the button 'Invite Manager'
- 'Copy' the link for the 'Visitor Badge Invitation'
- Use in your marketing campaigns!
- Click 'view completed registrations' at any time to see which of your customers are attending.



www.worldtravelcateringexpo.com/en-gb/exhibitor-hub.html

Digital Banners and Graphics

We offer a number of assets and ready to use graphics to use as needed:

- WTCE event logos for online and print
- Static and animated 'We're exhibiting banners'
- Personalised social media banners – with your company name, logo and stand number.
- Use with your trackable link to track who's attending!



General and Personalised Promotional Materials | WTCE

Socials Media Campaigns

On-going

As a key exhibitor, we will promote your social media content from our event channels before, during and after the event!

Tag @WTCE and use the hashtag #WTCE2025 and we will share/like/comment/share a selected number of posts per week.

Posts could include:

- Product launches
- Plans for the WTCE e.g demos/giveaways/talks
- Company news



#WTCE2025

WTCE World Travel Catering & Onboard Services Expo
3,210 followers
5mo • Edited •

Sanday's Bakeries B.V., the Netherlands' top leading fresh supplier and manufacturer of traditionally produced fresh food to go, will introduce their new brand The Travel Kitchen at [#WTCE2024](#) ...more

Wessel Wessels • 2nd
Director / Owner at Sanday's Sandwiches & Bakeries BV
6mo • Edited •

You are hereby cordially invited on Wednesday the 29th at 9AM to join us at the Hamburg WTCE for the introduction of our new Sanday's brand ...more

Omnevo
2,862 followers
1mo • Edited •

Thanks **World Travel Catering & Onboard Services Expo**, for summarizing the Wiesbaden Business School findings about Inflight Retail of the future!

We're looking forward to exploring this more at [#WTCE2024](#)

[#inflightretail](#) [#travelretail](#) [#ancillaryrevenue](#)

Joe Harvey

World Travel Catering & Onboard Services Expo
2,134 followers
2mo • Edited •

"Can the next generation be the driving force to boost inflight retail?" 😊

With the changing needs of passengers onboard, finding the key trends to expect in the onboard services and travel catering industry can help suppliers

PR & Content

Press releases and announcements

Share your latest company and product news with us so we can include it in our media pitches and pre-show editorial. Email wtce@stormcom.co.uk with your information, which could include press releases, brochures, or website pages.

Press packs

To ensure your news is distributed to attending media before the show, ready for use in show reviews and upcoming articles, please send your press packs to wtce@stormcom.co.uk.

Onsite Media Hub

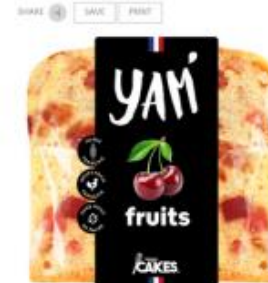
The Storm team will be onsite during the show should you have any media related questions. Please keep us updated on any news you announce at the show by visiting us on stand 1G105 or emailing wtce@stormcom.co.uk.

Below are some examples of how this guide has helped several brands achieve great results in the past:

FEBRUARY'S 2024 | FOOD & BEVERAGE

Case Study: How Rivazur Cakes tackles the demands of the airline catering industry

by WTCE in partnership with PAX International



A world of innovation at WTCE

Event Director Polly Skogren gives PAX International a look at some of the exciting headlines of this year's event in Hamburg.

The event is a fantastic opportunity for exhibitors to showcase their products and services to a large audience of industry professionals. The event is a great place to meet with potential customers and partners, and to learn about the latest trends in the industry. The event is a great place to meet with potential customers and partners, and to learn about the latest trends in the industry.

Q&A with Procurall's Jennifer Green: Creating a sustainable supply chain



What's new at WTCE 2024

In the spirit of innovation, the 2024 edition of World Travel Catering & Onboard Services Expo (WTCE) brings a range of new features and exhibitors...

AMBAZADOR PANEL

AMBAZADOR PANEL will feature a panel of industry experts who will discuss the latest trends in the industry. The panel will be moderated by WTCE's event director, Polly Skogren. The panel will be held on the 2nd day of the event, on the 28th of February.

NEW EXHIBITORS

WTCE 2024 will feature a number of new exhibitors, including some of the industry's leading brands. These exhibitors will be showcasing their latest products and services to the event's attendees.

EVENTS

WTCE 2024 will feature a number of exciting events, including a keynote address by the event's keynote speaker. The event will also feature a number of networking opportunities for attendees.



Icelandair discusses the importance of meal pre-ordering



Welcome to WTCE 2024

WTCE 2024 is a fantastic opportunity for exhibitors to showcase their products and services to a large audience of industry professionals. The event is a great place to meet with potential customers and partners, and to learn about the latest trends in the industry.

A big opportunity



WTCE uncovers latest challenges and trends in onboard product sourcing

The World Travel Catering & Onboard Services Expo (WTCE) will open its doors for its 12th year on May 28 at the Hamburg Messe. More than 2,750 delegates are set to attend, to showcase and learn about the latest innovations and products elevating the onboard passenger experience.

According to WTCE organisers, there are five highlights at this year's event that attendees will not want to miss:

Exceptional exhibitors

There will be more than 250 exhibitors present at WTCE 2024, from industry giants to first-timers. The array of exhibitors will showcase their latest innovations in travel catering, amenities and onboard services at the Hamburg Messe. Confirmed exhibitors include CAYTON, Lintal, LSC Group, Flying Food Group, In-Risk, FORMA and more.



Features and Activations

Apply
by 13th
Dec

We're very pleased to be running our 'Wellbeing Walk-Through', 'Steps to Sustainability' and 'Tech Trail' off exhibitors across the show floor.

Together with our Event Ambassadors, we select the most innovative and noteworthy exhibitors for each topic to create a virtual 'trail' so that WTCE attendees can discover new products.

The trails are open for all exhibitors to enter for free.

The selected companies will be contacted in January



**WELLBEING
WALK-THROUGH**



**STEPS TO
SUSTAINABILITY**



**TECH
TRAIL**

ENTER NOW AT www.worldtravelcateringexpo.com/trails-application

Next Steps

1. Visit the **'Manage your Participation'** page on the website for support on all of these tools plus much more!
2. **Book in a 'Chat' with the Marketing & PR Team** to discuss specific marketing tips and exclusive opportunities.

[Manage your participation at WTCE](#)



Operations and Stand Build

Show Ready: [Exhibitor Manual](#)



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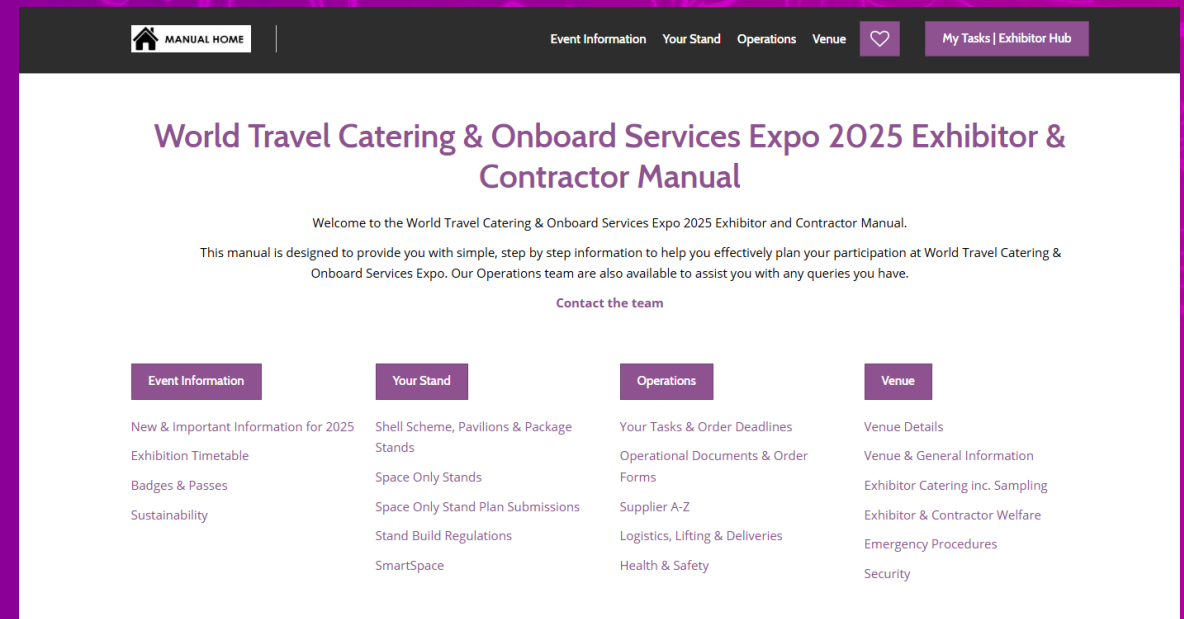
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Exhibitor Manual

- Exhibitor manual is now live and can be access via the [Exhibitor Portal](#)
- Check your tasks & order deadline under the “Operations” page
- If you are planning to send promotional materials and any logistic enquiries, please reach out to official logistic provider,
- DB Schenker at wtceops.uk@dbschenker.com
- RX or DB Schenker **do not** provide EORI number for import and export purposes. You can request your own EORI number by visiting the official website of the German Customs Authority. More details can be found under the [logistic section](#)
- Ensure compliance, safety and logistics coordination
[Stand Information Form](#) & [Stand Catering Form](#) (if you serve any catering at stand) are mandatory and submit by 7th March 2025.



MANUAL HOME | Event Information | Your Stand | Operations | Venue | My Tasks | Exhibitor Hub

World Travel Catering & Onboard Services Expo 2025 Exhibitor & Contractor Manual

Welcome to the World Travel Catering & Onboard Services Expo 2025 Exhibitor and Contractor Manual.

This manual is designed to provide you with simple, step by step information to help you effectively plan your participation at World Travel Catering & Onboard Services Expo. Our Operations team are also available to assist you with any queries you have.

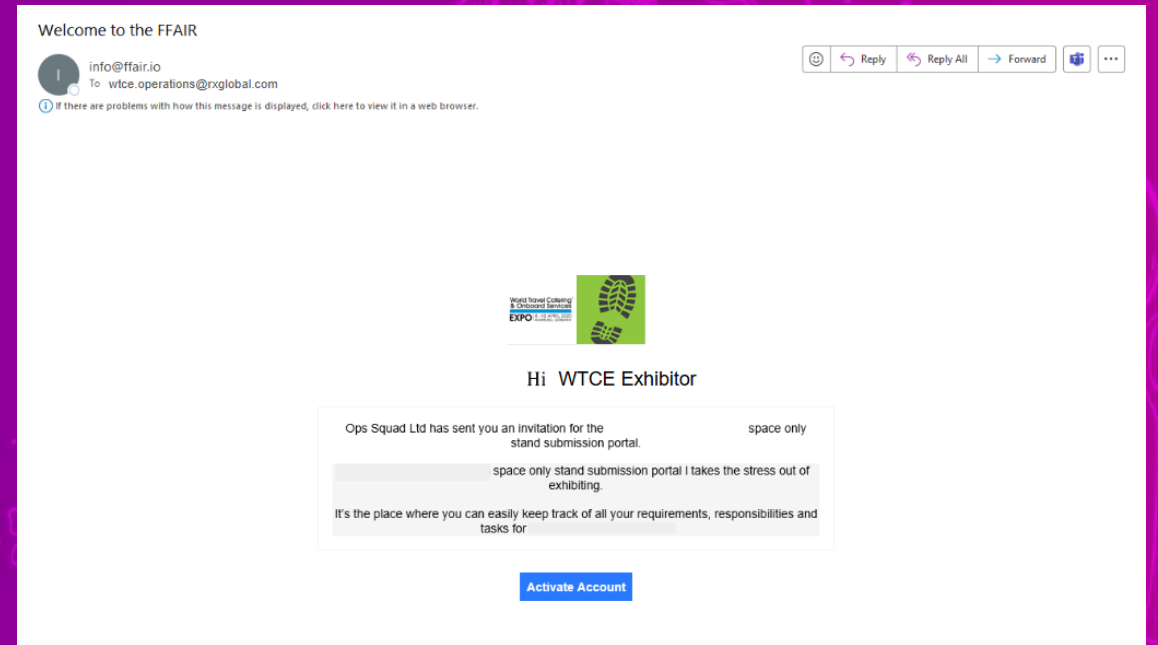
[Contact the team](#)

Event Information	Your Stand	Operations	Venue
New & Important Information for 2025	Shell Scheme, Pavilions & Package Stands	Your Tasks & Order Deadlines	Venue Details
Exhibition Timetable	Space Only Stands	Operational Documents & Order Forms	Venue & General Information
Badges & Passes	Space Only Stand Plan Submissions	Supplier A-Z	Exhibitor Catering inc. Sampling
Sustainability	Stand Build Regulations	Logistics, Lifting & Deliveries	Exhibitor & Contractor Welfare
	SmartSpace	Health & Safety	Emergency Procedures
			Security

Space-Only Stands

Stand plan submission deadline

- **Double Deck stand plans: 10th January 2025**
- **All other plans: 24th January 2025**



- Ops Squad Stand Plan Team will be looking after the space only stand plan sign off process in its entirety for the event, including managing all queries you may have about your stand designs. You will receive a sign-up link to the FFAIR portal to upload stand plans and any necessary documents
- If you are unsure the location of your stand and need a stand plot, please reach out to wtce.operations@rxglobal.com
- Stand designs should be planned to ensure completion within the [exhibition timetable](#)

Shell Scheme Stands

- If you are unsure what is included in your shell package, spec sheet can be found under "[Your Stand](#)" page
- Shell Scheme stand layout are sent by official stand builder - Hamburg Messe & LUCO
- Any additional stand service can be ordered from [Hamburg Messe Online Service Centre \(webshop\)](#)

Trend Shell Scheme



Premium Shell Scheme



First Time Exhibitor (FTE)



Q&A

