

THE ULTIMATE GUIDE TO EXHIBITING

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

GETTING UP AND RUNNING!

1. Complete your online Exhibitor profile; including:

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

Login into the Exhibitor Portal

2. 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 TEAM

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

They can provide you with guided calls and resources to support you with:

- 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 Emperia
- 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 2024'.



FOCUS ON WHAT YOU WANT TO ACHIEVE

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

- ☐ Develop 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

2.. 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

Data scanners

Flooring/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
If you have purchased a shell scheme package for your chosen space,, you have a ready to go option including walls, name-board, carpet, pre-show clean and spotlights.



New Exhibitor Village Shell Scheme
Exclusively for companies located in our New Exhibitor Village.



Space Only
You are buying the floor space only, and you are responsible for building your 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. Solutions range from modular packages to high-end bespoke builds.

[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**
including build up, breakdown and show opening hours.
- **Official suppliers**
including furniture, graphics, lighting, AV.
- **Logistics, couriers and deliveries**
- **Onsite Services**
including organiser's office, parking, badging and passes.
- **Health & Safety**

[View Exhibitor Manual](#)

YOUR STAND ENGAGEMENT PLAN

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?

Keep the booth uncluttered and consider storage to avoid leaving bags and boxes on the floor!
- 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. Research shows people's eyes are drawn to text but keep it minimal and large enough to read easily.
- 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!
- 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!
- 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

With over 250+ exhibitors at WTCE, make sure you stand out from the crowd to increase visitors to your stand, build brand recognition and generate a buzz around your products.

FREE MARKETING AND PR OPPORTUNITIES

As an Exhibitor, we can offer you a number of free tools to maximise your ROI.

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.

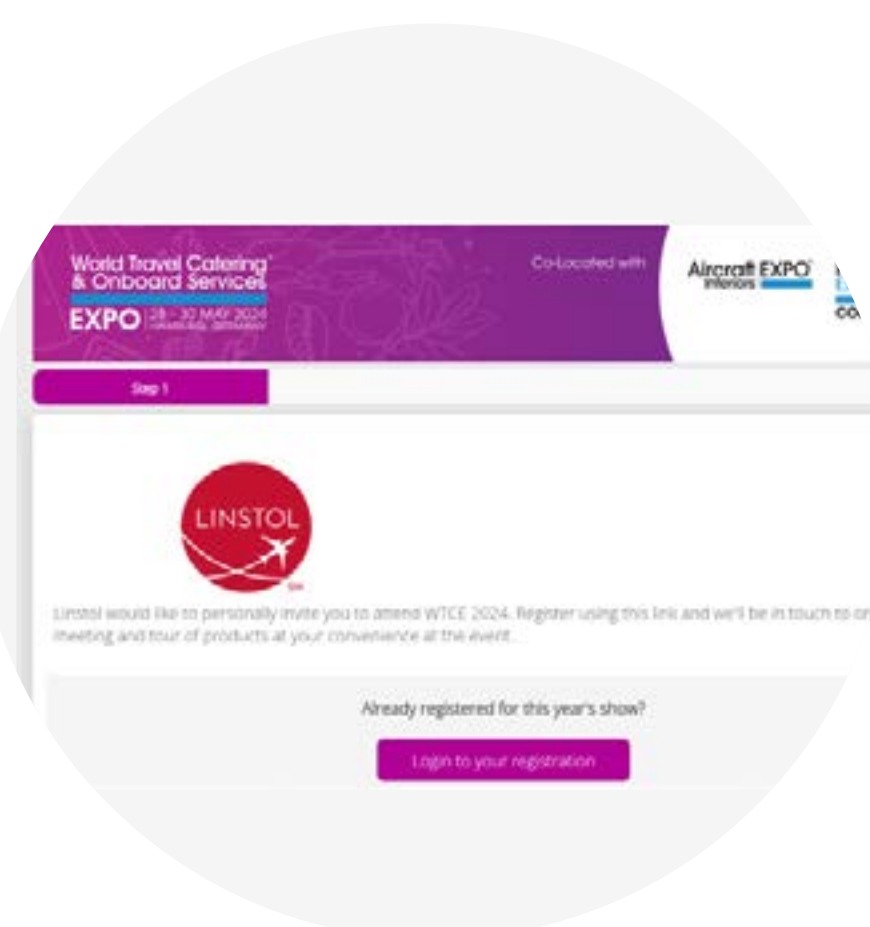
[Visit the website to download the guide](#)



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!

[Download Logos and Banners](#)

Track Your Customer Registrations
There are several tools available in the Badging Hub to promote your presence at the event, but also track which of your customers have registered through your marketing efforts.



- The 'Customer Invitations' tool can be used by simply adding your customers email addresses to send them an direct invitation from your company.
- The 'Co-branded Registration Form' tab provides a custom registration form URL with your company logo. Use this across your socials, email blasts, website and other channels.
- View the 'My customer registrations' tab to view the results!

To access these tools, click on the 'Register Badges' button in the Exhibitor Portal.

[Log into Exhibitor Portal](#)

Get featured on our 'WTCE Hub' blog

We include a variety of products and topics in our marketing campaign and welcome company news and insights from our Exhibitors. Get in touch with the Marketing team to find out about the limited opportunities remaining.

[Get in touch with the marketing team](#)

Book in a 'Marketing Chat'

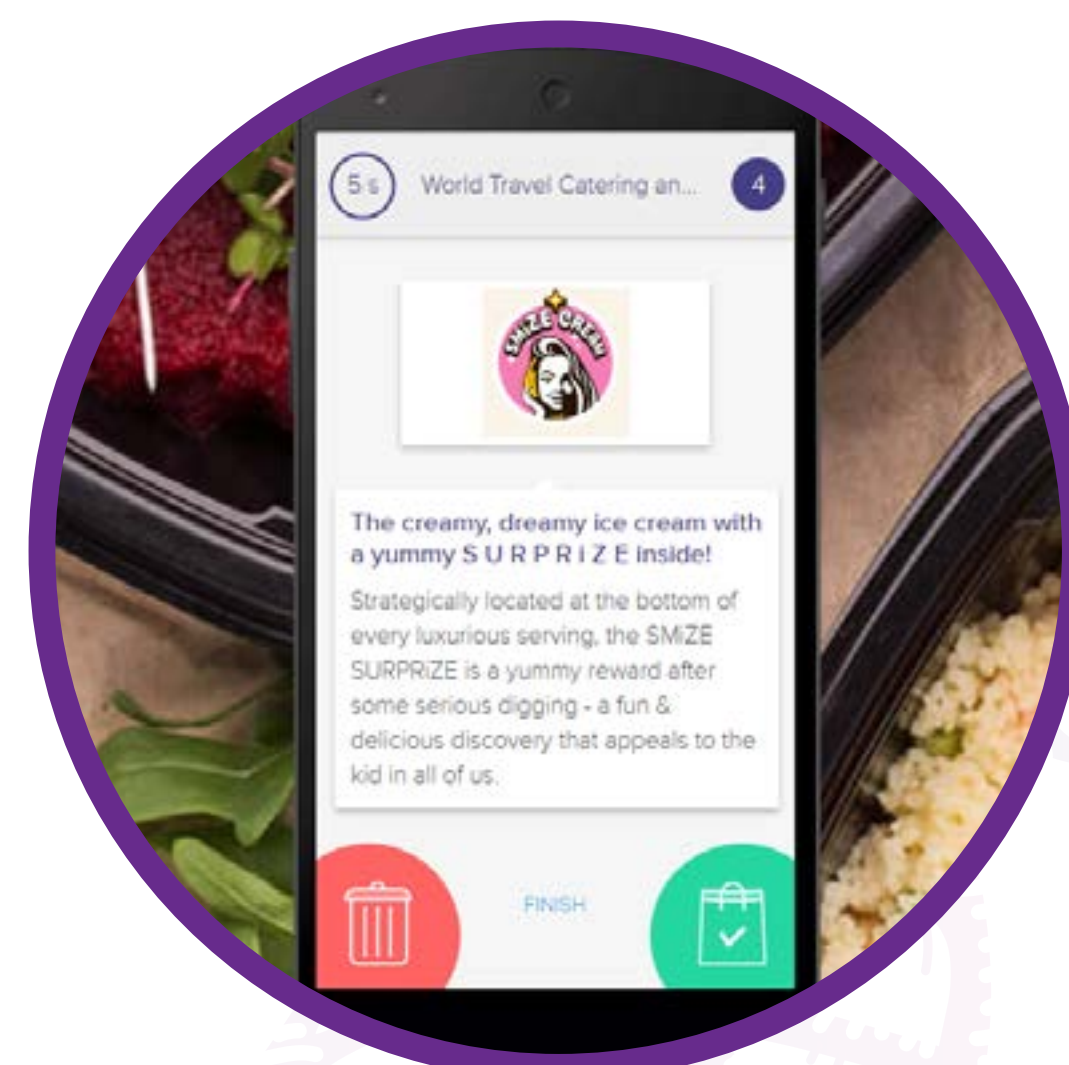
If you'd like to hear any more on the above, get advice or share ideas, book in a chat with the Marketing Team.

[Book in a chat with the Marketing Team](#)

[View the full guide to managing your participation](#)

BOOST YOUR PRESENCE WITH SPONSORSHIP

Sponsorship and Promotion mean more attendees are guaranteed to see your brand, before and during the show.



Digital Sponsorship



Onsite Branding and Advertising



Hospitality and Product Showcases

[Read more about Sponsorship](#)

4

Lead Generation Tools

EXHIBITOR ANALYTICS 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

LAUNCHING
MARCH 2024!

WTCE CONNECT - BUYER MEETINGS TOOL

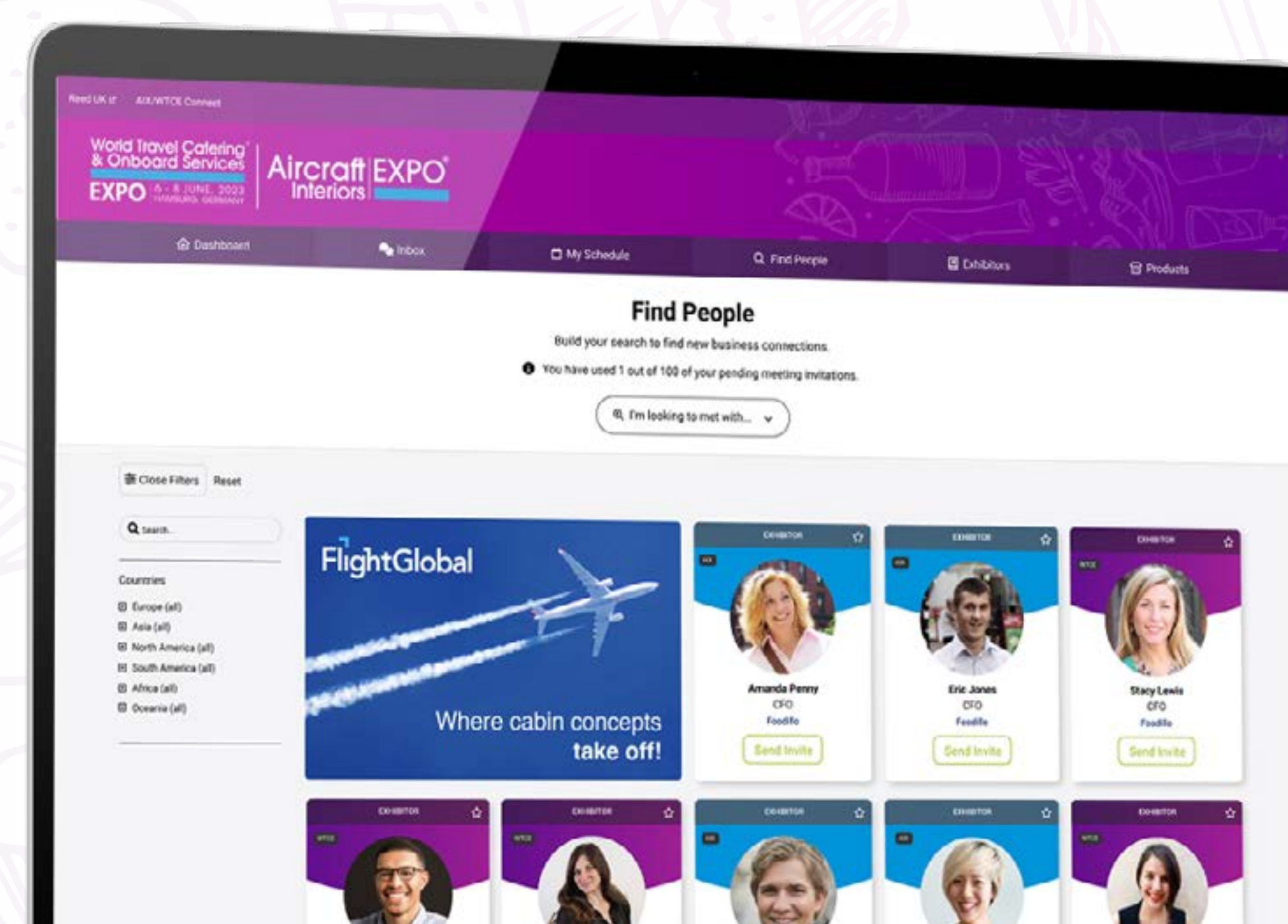
As an exhibitor, you have exclusive access to our online networking and meeting scheduling tool WTCE Connect.

LAUNCHING
MARCH 28, 2024!

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](#)



EMPERIA: SCAN LEADS ONSITE

Emperia, our contactless lead capture app, lets you capture leads from the conversations you have with a simple scan of a badge.

Emperia is an easy to use app that, importantly, is completely contactless and works offline, allowing you to capture and score leads with confidence.

Benefits include:

- **Custom Questions** - Include your own questions to make sure you record all the data you're looking for.
- **Custom Documents** - Upload sales brochures and other collateral so you can send them to your leads.
- **Works offline** - No connectivity, no problem. All leads are saved on your device to be synced later.
- **Export Anytime** - Download your leads at your convenience, during or after the event.

[Read more on Emperia](#)



5 Last Minute 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



Other 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.