## Sponsorship Opportunities

### Digital Opportunities

- **Homepage banners**
  - Price: £1,600 – £3,440
- **Exhibitor Directory banners**
  - Price: £2,465 x 2
- **Product Directory banners**
  - Price: £2,390 x 2
- **Travel & Venue pages banners**
  - Price: £536 x 2
- **News & Media page banners**
  - Price: £395 - £536
- ** Exhibit Page Bottom Leaderboard**
  - Price: £395
- **What's New Onboard Online**
  - Price: £600
- **Sponsor WTCE Email**
  - Price: £2,055
- **Branded Company Email**
  - Price: £3,605
- **WTCE TV**
  - Price: £7,250
- **WTCE TV interview**
  - Price: £950
- **WTCE TV Advert**
  - Price: £500
- **Digital Signage**
  - Price: £790
- **Mobile App**
  - Price: £7,210
- **Mobile App push messages**
  - Price: £1,290
- **Countdown Clock**
  - Price: £5,100
- **Venue WiFi – A Halls**
  - Price: On Application
- **First Time Exhibitor Package (x 10)**
  - Price: £994

### Physical & Combined Opportunities

- **VIP Badge Mailer**
  - Price: £5,400
- **Central Entrance Hospitality**
  - Price: £7,725
- **Business Meeting Hub**
  - Price: £5,000
- **Business Meeting Hub Beverage or Snack Provider**
  - Price: £2,600
<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's New Onboard</td>
<td>€1,350 + €200 (electricity)</td>
</tr>
<tr>
<td>What's New Onboard Premium Package</td>
<td>€1,800</td>
</tr>
<tr>
<td>VIP Buyers Lounge</td>
<td>€8,600</td>
</tr>
<tr>
<td>VIP Sample Bag</td>
<td>€4,440</td>
</tr>
<tr>
<td>Product in VIP Sample Bag</td>
<td>€780 or €1,180</td>
</tr>
<tr>
<td>Visitor Bags</td>
<td>€5,331</td>
</tr>
<tr>
<td>Lanyards</td>
<td>€10,900</td>
</tr>
<tr>
<td>Visitor Badges</td>
<td>€5,386</td>
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<tr>
<td>Central Entrance Registration</td>
<td>€8,585</td>
</tr>
<tr>
<td>Seating Areas in the halls</td>
<td>€3,836</td>
</tr>
<tr>
<td>Show Floorplans</td>
<td>€8,800</td>
</tr>
<tr>
<td>Spotlight on Travel Apparel</td>
<td>€1,000</td>
</tr>
<tr>
<td>Cube outside Central Entrance – 4 sides</td>
<td>€3,090 each side</td>
</tr>
<tr>
<td>Show Planner</td>
<td>€7,750 or €1,575</td>
</tr>
<tr>
<td>Bathroom Signage</td>
<td>€3,145</td>
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<tr>
<td>Glass Door Branding Signage</td>
<td>€6,500</td>
</tr>
<tr>
<td>Seating Area – Atrium</td>
<td>€6,390</td>
</tr>
<tr>
<td>Flags outside Central Entrance</td>
<td>€10,500</td>
</tr>
<tr>
<td>Directional Carpet Tiles in Atrium (x 4)</td>
<td>€2,200</td>
</tr>
<tr>
<td>Directional Carpet Tiles</td>
<td>€695 or €1,100</td>
</tr>
<tr>
<td>Taste of Travel Theatre Food Sampling &amp; Networking</td>
<td>€3,295</td>
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<tr>
<td>Taste of Travel Hospitality Cart</td>
<td>€2,500</td>
</tr>
<tr>
<td>Official Drinks Sponsor</td>
<td>€9,000</td>
</tr>
<tr>
<td>Product Take Off – 8 available</td>
<td>€1,500 each</td>
</tr>
<tr>
<td>Product Highlight Package – 10 available</td>
<td>€1,500 each</td>
</tr>
<tr>
<td>iWalker Promotion</td>
<td>€800</td>
</tr>
</tbody>
</table>
WTCE WEBSITE BANNER SPONSORSHIP

What are the benefits?

- Unrivalled brand exposure as the WTCE website receives 100,000+ hits annually
- Promote your company, location of your stand and products before and during the event to all the potential visitors
- Boost your online presence by linking the banner to your own website, a product landing page or your company profile on the WTCE website.
BANNERS

Homepage: Position A - Full Banner  €3,440
Homepage: Position B - Top Leaderboard  €2,700 – Frankenberg
Homepage: Position C - Medium Rectangle  €2,700 – 2019 LSG Group
Homepage: Position D - Bottom Leaderboard  €1,600

Travel & Venue page: Position B - Top Leaderboard  €536 – IBENA
Travel & Venue page: Position C - Medium Rectangle  €536 – IBENA

News & Media page: Position A - Full Banner  €536 – IBENA
News & Media page: Position B – Top Leaderboard  €536
News & Media page: Position D - Bottom Leaderboard  €395

Exhibitor Directory: Position B - Top Leaderboard  €2,465
Product Directory: Position A - Full Banner  €2,390
Product Directory: Position B - Top Leaderboard  €2,390

Exhibiting page: Position D – Bottom Leaderboard  €395
**BANNERS**

Sizes and Specifications

**Position A - Full banner**
Artwork size 468 x 60 px (web only not on mobile)

**Position B - Top Leaderboard banner**
Artwork to be sent in 3 sizes: 728 x 90 px, 468 x 60 px, 300 x 100px

**Position C - Medium Rectangle banner**
Artwork to be sent in 2 sizes: 300 x 250 px, 180 x 250px

**Position D - Bottom Leaderboard banner**
Artwork to be sent in 3 sizes: 728 x 90 px, 468 x 60, 300 x 100px

Static banners must be provided in jpeg or png format - max file size 60KB
Animated banners must be provided in gif format - max file size 100KB
WHAT’S NEW ONBOARD ONLINE

What am I buying?

- Image, 50 word description and link to a document/video on the ‘What’s New Onboard Online’ page on the website
- Included in email sent to visitor database - including 1300+ airline & rail buyers - with link to the ‘What’s New Onboard’ web page. This type of content has shown the highest open rates
- Only products launched from April 2019 are eligible

What are the benefits?

- Communicate to buyers before the exhibition
- Get your brand seen by our key attendees

The website receives 100,000+ hits annually so this is a great opportunity to have your new products seen by a wide audience.

€600 – 10 available
SPONSORED EMAIL

What am I buying?
- Company branding on email to WTCE visitor database with link to your company profile on the WTCE website or your own company website - choose option A or option B
- Emails are sent out weekly in the lead up to the show and you may choose the date the email is sent
- Company listed on sponsor’s page of WTCE website

What are the benefits?
- Promote your company and products before the event to all the potential visitors reaching over 5,000 prospects, including over 1,300 airline, rail and cruise buyers

€2,055 – 2 available
BRANDED COMPANY EMAIL

What am I buying?
- Company branded email sent to WTCE visitor database with links to your company profile or product directory on the WTCE website or your own company website
- Emails are sent out weekly in the lead up to the show and you may choose the date the email is sent
- Company listed on sponsor’s page of WTCE website

What are the benefits?
- Promote your company and products before the event to all the potential visitors reaching over 5,000 prospects, including over 1,300 airline, rail and cruise buyers
- Generate leads: Visitors that click on your links can be taken to your company profile where they can send you a message
- Reach a targeted audience: you can choose to select a target market to send your email to

€3,605 – 2 available
WTCE TV – OVERALL SPONSOR

What am I buying?
- Promoted as sponsor on TV Channel which will be streamed at the show, on the WTCE website and shared via emails and social media
- 1 x 3 minute interview played once per hour
- Company interview overlaid with company name and stand details
- Static advert broadcast across TV channel and repeated throughout each show day
- Sponsor’s branding on page dedicated to WTCE TV on website
- Interview uploaded onto WTCE YouTube channel for year round promotion
- Post event company to receive copy of video to use in sponsor’s promotion
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on sponsor’s page on WTCE website

What are the benefits?
- Brand Exposure: Your brand is showcased to 4,000+ attendees during the show
- Drive visitors to your stand: Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV

*Watch the 2018-2019 videos on the wtceexpo YouTube channel

€7,250
WTCE TV INTERVIEW

What am I buying?
• 1 x 2 minute interview slot (only 19 available)
• Company interview overlaid with company name and stand details
• Video played on each day of the show (once recorded on opening morning)
• Interview uploaded onto WTCE YouTube channel for year round promotion
• Full interview provided to sponsor for post-event use
• Sponsor listed on sponsor’s page on WTCE website

What are the benefits?
• Brand Exposure: Your brand is showcased to 4,000+ attendees during the show
• Drive visitors to your stand: Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV

*Watch the 2018-2019 videos on the wtceexpo YouTube channel

€950
WTCE TV ADVERT

What am I buying?

• 1 static advert on TV screens located around the show – 10 seconds exposure during each rotation of TV content
• WTCE TV content played on each day of the show (once recorded on opening morning)
• Promote your brand, products and stand number on the advert
• Sponsor listed on sponsor’s page on WTCE website
• Artwork provided by advertiser

What are the benefits?

• Brand Exposure: Your brand is showcased to 4,000+ attendees during the show
• Drive visitors to your stand: Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV

*Watch the 2018-2019 videos on the wtceexpo YouTube channel

€500
Digital Signage

What am I buying?
- Sponsor’s advert to be displayed on 2 digital screens located in the Central Entrance. Screens are located behind the registration desks and as you approach the entrance to the A Halls
- Content for advert to be provided by sponsor - advert to be designed at no extra cost
- Exposure to buyers over the 3 days
- Sponsor listed on sponsor’s page on WTCE website

What are the benefits?
- Brand Exposure: Your brand is showcased to potentially 4,000+ attendees
- Drive visitors to your stand: Your branding, products and stand number will be presented to buyers as they enter the show

€790 – 5 available

Heineken x1
Monty’s x 3
MOBILE APP

What am I buying?
- Sponsor’s branding on splash screen opening image, shown while the App loads
- Sponsor’s logo on homepage of the App
- Information page for the sponsor within the App
- 3 push notifications to be sent to all App users
- Hyperlinked banner on the bottom of the main pages of the App
- Sponsor’s logo on homepage of WTCE website, listed on sponsor’s page on website
- Sponsor’s logo on emails sent to visitors promoting the App
- Sponsor’s branding on signage at the show promoting the App in high traffic areas
- Promotion of the App on the website and via Social Media where the sponsor will be included

What are the benefits?
- Brand Exposure: Your brand is showcased to all visitors that download the App. The App is used approximately 14,000 times before and at the event and will be the only place where visitors to the show can access the exhibitor profiles off line
- Drive visitors to your stand: Your branding, products and stand number will be presented to buyers as they use the App. Use the push notifications to inform visitors of a demonstration or event on your stand to attract a crowd

€7,210
MOBILE APP – PUSH NOTIFICATIONS

What am I buying?
• 1 push notification to be sent to all App users during the show (6 available) – messages can be up to 119 characters in length
• Sponsor’s logo on homepage of WTCE website,
• Sponsor listed on sponsor’s page on WTCE website

What are the benefits?
• Brand Exposure: Your announcement will be presented to buyers as they use the App during the show
• Drive visitors to your stand: Use the push notifications to inform visitors of a demonstration or event on your stand to attract a crowd

€1,290 – 6 available
COUNTDOWN CLOCK

What am I buying?

- Your company branding is added to a digital clock, counting down the days, hours, minutes and seconds until the opening day of the show.
- Company listed on sponsor’s page on WTCE website

What are the benefits?

- Brand Exposure: Be at the forefront of visitors’ minds by promoting your product and/or brand on the website as they plan their visit.
- The hyperlinked countdown clock will be prominently positioned on the WTCE homepage, which has the highest number of visitors of the entire website
- If you’re launching a new product at WTCE this is the perfect opportunity to build excitement during the lead up to the show
- Build Brand and Product Awareness: Link to your website, landing page, exhibitor listing or product listing, so that visitors can get more information about your company and what you provide

*Sponsor can provide their own graphic or we can provide a template for you to brand

€5,100
VENUE WIFI – A HALLS

What am I buying?
• Sponsor’s branding on WiFi landing page seen by over 4,000 attendees when they login to the WiFi in Halls A1, A3, A4
• Sponsor’s branding on signage at the show promoting WiFi in high traffic areas and throughout the A halls
• Sponsor promoted when WiFi is mentioned pre-show and during the show, in printed media, social media, WTCE website and WTCE App
• Sponsor’s logo on homepage of WTCE website
• Sponsor listed on sponsor’s page on website

What are the benefits?
• Brand Exposure: Your brand is showcased to potentially 4,000+ attendees using WiFi during the show
• Drive visitors to your stand: Your branding, products and stand number will be presented to buyers before the show and as they use the WiFi during the show

On Application
VIP BADGE MAILER

What am I buying?

- Your company branding on the front of the VIP Badge Wallet mailed out in March 2019
- Opportunity to include a 2 sided A5 flyer about your company with the VIP Programme
- Your company logo on the VIP Programme inserted in the wallet
- The wallet is sent to registered VIPs and includes their printed badge, VIP lanyard and information about the show and conference
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page on website, sponsor promoted via social media

What are the benefits?

- Brand Exposure: put your brand at the forefront of airline and rail buyers minds
- Targeted Audience: Airline and Rail buyers from across the world will receive the mailing before attending the show

*The design of the wallet is at the discretion of the marketing team
CENTRAL ENTRANCE HOSPITALITY

What am I buying?
- Service point to be placed in the entrance with high profile branding
- Distribution of breakfast pastries and beverages (coffee cart to be provided by sponsor if serving hot drinks)
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page on the WTCE website
- Sponsor promoted via social media
- Includes Full banner - Venue & Travel page on website – Position A
- Includes sponsorship of 1 pre-registered visitor conversion e-mail

What are the benefits?
- Increase brand awareness
- Reinforce your position in the market
- Attract visitors to your exhibition stand
- Drive traffic to your corporate website
- Provide exposure before and during the event

€7,725
BUSINESS MEETING HUB

What am I buying?

- Sponsor’s branding on Business Meeting Hub signage
- Sponsor’s logo in onsite Route Planner when the hub is promoted
- Sponsor’s logo on What’s On Page of WTCE website
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on sponsor’s page on the WTCE website
- Sponsor promoted via social media

What are the benefits?

- Increase brand awareness
- Attract visitors to your exhibition stand
- Drive traffic to your corporate website
- Provide exposure before and during the event

€5,000
BUSINESS MEETING HUB
BEVERAGE OR SNACK PROVIDER

What am I buying?
- Distribution of beverages in Business Meeting Hub to visitors and VIP Buyers
- 4 opportunities available - Hot Beverage/Cold Beverage/Snack providers
- Sponsor’s logo on Business Meeting Hub signage
- Sponsor promoted on What’s On page of WTCE website
- Sponsor promoted in onsite Route Planner
- Sponsor’s logo on homepage on WTCE website
- Sponsor listed on sponsor’s page on the WTCE website
- Sponsor promoted via social media

What are the benefits?
- Increase brand awareness
- Captive audience on the Business Meeting Hub
- Attract visitors to your exhibition stand
- Drive traffic to your corporate website
- Provide exposure before and during the event

€2,600

Juice – Sunberry
WHAT’S NEW ONBOARD

What am I buying?
- A display box with lighting [50cm x 50cm & 30cm depth] to showcase your new product – place one product into the box and decorate the space
- Positioned outside the VIP Buyers Lounge
- Pre-event and at show promotion both on and offline
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page of website, sponsor promoted via social media
- Electricity for an ipad or similar can be purchased for an extra €200

What are the benefits?
- Targeted audience: Drive traffic to your stand – printed next to your box will be the company name and stand number plus a 50 word description of the product
- Premium position in a high traffic area at the show outside the VIP Buyers Lounge
- Only products launched from WTCE 2019 are eligible

€1,350
WHAT’S NEW ONBOARD - Premium

What am I buying?
This package includes all the benefits of the What’s New Onboard package at the show [a display box – 50cm x 50cm & 30cm to showcase your new product] plus:

- Product image, 50 word description and link to your profile on the WTCE website
- Product included in email sent to WTCE visitor database including 2,000+ airline & rail buyers - with link to the ‘What’s New Onboard’ web page
- Dedicated PR campaign around ‘What’s New Onboard’ feature
- Sponsor’s logo on homepage of WTCE website and listed on sponsor’s page of website
- Sponsor promoted via social media

What are the benefits?

- Drive traffic to your stand – printed next to your box will be the company name and stand number plus a 50 word description of the product
- Feature positioned in a high traffic area
- Wide promotion of product: WTCE website, App, dedicated email, press releases
- Only products launched since WTCE 2019 are eligible

€1,800
VIP BUYERS LOUNGE

What am I buying?
- Brand exposure to over 800 buyers (from the airline and rail sector).
- Sponsor’s branding can be incorporated into the design theme of the lounge
- Sponsor’s logo to appear on VIP Buyers Lounge directional signage
- Sponsor’s logo or name to appear on all pre-promotional emails whenever the VIP Buyers Lounge is mentioned
- Sponsor’s logo to appear on the VIP Badge Mailer
- Sponsor permitted to place product and promotional material within the lounge
- VIP passes for up to three of your staff to access the lounge
- Table toppers placed on tables promoting sponsor’s brand and sponsor’s stand
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on sponsor’s page on the website
- Sponsor promoted via social media

What are the benefits?
- Communicate to buyers before and during the exhibition
- Network with key industry buyers
- Get your brand seen by our key attendees

€8,600 / POA*

*€8,600 if sponsor provides certain product
VIP SAMPLE BAG

What am I buying?
- VIP Sample Bag distributed to all airline and rail operator attendees – over 800 attended in 2019
- Company logo on VIP Sample bag
- Sponsor’s logo will appear alongside the WTCE logo on the outside of the bag
- Dedicated email to VIP Buyers to promote the VIP Sample Bag
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page of the website, sponsor promoted via social media

• Includes Top Leaderboard Banner – Exhibiting page on website – Position B

What are the benefits?
- Helping to drive traffic to your exhibition stand
- Increased brand exposure to the VIP buyers before during and after the event

€4,440
PRODUCT IN VIP SAMPLE BAG

What am I buying?
- Your product will be placed in the VIP Sample Bag, which will be given to every airline and rail operator who visits WTCE 2020
- VIP Sample bag and products displayed in VIP lounge
- Sponsor listed on Sponsor’s page of WTCE website
- Sponsor to send 700 individual products to arrive by 1st March
- Sponsor promoted on social media

What are the benefits?
- Get your product seen and sampled by the VIP Buyers both during and after the event
- Generate new leads for your business

*Also place your product in the Passenger Experience Conference Bag – additional 400 products required, reach senior crossover audience

€780 or *€1,180
VISITOR BAGS

What am I buying?
- Company creative on visitor bag distributed to attendees in the registration area
- Sponsor’s logo will appear alongside the WTCE logo on the bag
- Sponsor’s logo on homepage of the WTCE website
- Sponsor listed on the sponsor’s page of the WTCE website
- Sponsor promoted via social media
- Sponsor to provide the bags – 3,000

- Includes Top Leaderboard banner - visiting page on website – position B

What are the benefits?
- Increase brand awareness the bags make everyone a walking advert for your company
- Attract visitors to your exhibition stand
- Provide exposure for your brand during the event

€5,331
LANYARDS

What am I buying?
- Sponsor’s logo on all exhibitor, visitor and VIP lanyards including VIP pouches and media
- Sponsor’s logo will appear alongside the WTCE logo
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on the sponsor’s page of the WTCE website
- Sponsor promoted via social media

What are the benefits?
- Increase brand awareness make everyone a walking advert for your company
- Attract visitors to your exhibition stand
- Provide exposure for your brand before and during the event

€10,900
VISITOR BADGES

What am I buying?
- Sponsor’s logo on all exhibitor and visitor badges including VIPs and media
- Sponsor’s logo will appear alongside the WTCE logo
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on the sponsor’s page of the WTCE website
- Sponsor promoted via social media
- Includes Full Banner on visiting page on the WTCE website – Position A

What are the benefits?
- Increase brand awareness make everyone a walking advert for your company
- Attract visitors to your exhibition stand
- Provide exposure for your brand before and during the event

€5,386
CENTRAL ENTRANCE & ONLINE REGISTRATION FORM

What am I buying?
- Sponsor’s banner on all WTCE online registration pages
- Sponsor’s banner on WTCE registration confirmation emails
- **Includes sponsorship of 2 pre-registered visitor conversion e-mails.** (Sent out once a week to those who have registered to attend the event)
- High profile branding in WTCE registration area and on touch screens
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page on WTCE website, sponsor promoted via social media

What are the benefits?
- Increase brand awareness
- Reinforce your position in the market
- Attract visitors to your exhibition stand
- Drive traffic to your corporate website
- Provide exposure before and during the event

€8,585
SEATING AREA HALLS A1 or A4

What am I buying?

- Sponsor’s branding incorporated into the design theme of the area
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on sponsor’s page on WTCE website
- Sponsor promoted via social media

What are the benefits?

- Communicate to visitors before and during the Expo
- Get your brand seen by potential customers

*Some options include a web banner

- Hall A1 – Includes Medium rectangle banner - Exhibiting page on website – Position (sold)
- Hall A4 – Includes Medium rectangle banner – News & Media page on website – Position C

Skytender x 1
(lower from Atrium into A1)

€3,836 – 4 available
SHOW FLOORPLANS

What am I buying?
- Sponsor’s branding incorporated into chosen floorplan design
- Company logo on your stand on your chosen floorplan – floorplans positioned in each hall and the registration area
- Company highlighted in the exhibitor list on the floorplan
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on the WTCE website as an official show sponsor
- Sponsor promoted via social media

What are the benefits?
- Brand Exposure: Your logo has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- Targeted Audience: Key industry decision makers will use the floorplans to navigate the show
SPOTLIGHT ON TRAVEL APPAREL

What am I buying?
- A display mannequin or product placement in the Central Entrance with signage to direct visitors to your stand
- The feature will be listed in the Route Planner (available at the show to all WTCE and AIX attendees)
- The feature will be marked on the ‘You Are Here Boards’ located at various locations around the exhibition
- Details of the feature will be included in all relevant communications promoting WTCE to airline buyers
- Sponsor’s logo on homepage of WTCE website (if 2 mannequins are booked)
- Sponsor listed on Sponsor’s page of WTCE website
- Sponsor promoted via social media

What are the benefits?
- Helping to drive traffic to your exhibition stand
- Increased brand exposure before and throughout the Expo

€1,000 – 8 available

Egret x 4
Modus x 2
CUBE OUTSIDE CENTRAL ENTRANCE

What am I buying?
- Branding on cube positioned outside the Central Entrance, production included
- Your brand has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- Sponsor’s logo on sponsor’s banner on WTCE website homepage
- Sponsor listed on WTCE website as an official show sponsor
- 4 opportunities available

What are the benefits?
- Brand Exposure: Achieve maximum exposure before attendees even go through the doors

Elburg x 1
Frankenberg x 1
Monty’s x 1

€3,090 – 4 available
What am I buying?
- Advertise your brand in the Show Planner, a pocket guide distributed in WTCE registration areas to our attendees, helping to increase your brand awareness and drive traffic to your stand.

2 options available
2. Cover sponsor – exclusive
   Back cover advert – DL Size +
   €7,750

3. Advert on floorplan side of guide - 4 available
   Sponsor’s logo or advert on floorplan side of WTCE Route Planner – approximately 95mmx60mm
   €1,575

Both options include
- Sponsor’s logo on homepage of the WTCE website / Sponsor listed on the Sponsor’s page of the WTCE website / Sponsor promoted via social media
BATHROOM SIGNAGE

What am I buying?
- Posters on 2 mirrors in all bathrooms in Halls A1, A3, A4
- Sponsorship price includes production costs
- Complete artwork must be provided as a high res pdf
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page of website, sponsor promoted via social media
- Includes Bottom Leaderboard banner - Travel & Venue page on website – Position D

What are the benefits?
- Brand Exposure: Your advert is seen by a captive audience of 4,000+ attendees
- Generate pre-show leads: Visitors that click on your ad can be taken to your exhibitor directory listing or to a landing page on your website
- Targeted Audience: Key industry decision makers from around the globe will visit the website before attending the show
- One of the few advertising sites unrivalled by other exhibitors’ branding

€3,145
GLASS DOOR BRANDING

What am I buying?
- Strong brand presence within the exhibition halls with branding featured on hall linkway doors
- Branded window stickers on every door linking halls A1, A2, A3, A4
- Branded window panels 1m x .5m on all doors both sides
- Sponsor’s logo on homepage of the WTCE website
- Sponsor listed on sponsor’s page of the WTCE website
- Sponsor promoted via social media

What are the benefits?
- Increase brand awareness across all of the halls
- Attract visitors to your exhibition stand
- Provide exposure for your brand before and during the event

€6,500
ATRIUM SEATING AREA

What am I buying?
- Sponsor’s logo to appear on branding within the area
- Sponsor’s logo or name to appear on promotional materials when the Atrium Seating area is mentioned
- Sponsor’s branding incorporated into the design theme of the area including graphics on table tops
- Branded toblerones on tables promoting sponsor’s stand
- Sponsor’s logo on homepage of WTCE website, sponsor listed on sponsor’s page on website, sponsor promoted via social media
- Includes Full Banner on Exhibiting page on website – Position A

What are the benefits?
- Communicate to visitors before and during the Expo
- Get your brand seen by potential customers in this high traffic area

€6,390
FLAGS OUTSIDE CENTRAL ENTRANCE

What am I buying?
- Branding on 19 flags positioned outside the Central Entrance production included
- Sponsor can provide 2 designs
- Your logo has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- Sponsor’s logo on WTCE website homepage
- Sponsor listed on WTCE website as an official show sponsor

What are the benefits?
- Brand Exposure: Achieve maximum exposure before attendees even go through the doors

€10,500
DIRECTIONAL CARPET TILE - Atrium

What am I buying?
- 1m x 2m carpet tile branded with your company creative, logo and stand number
- Carpet tiles will be placed at aisle intersections or areas of high foot fall
- Location of carpet tile to be chosen when booking this item
- Sponsor listed on sponsor’s page of the WTCE website and promoted on Social Media

What are the benefits?
- Drive traffic to your stand
- Catch visitors attention as they pass over your graphic directing them to your stand
- Promote your brand in a hall that you are not exhibiting in helping to drive traffic to your stand
- Increased brand exposure

€2,200

AA Bakeries x2
Global-C x1
DIRECTIONAL CARPET TILE

What am I buying?
- 1m x 1m or 1m x 2m carpet tile branded with your company creative, logo and stand number
- Carpet tiles will be placed at aisle intersections or areas of high foot fall
- Location of carpet tile to be chosen when booking this item
- Sponsor listed on sponsor’s page of the WTCE website and promoted on Social Media

What are the benefits?
- Drive traffic to your stand
- Catch visitors attention as they pass over your graphic directing them to your stand
- Promote your brand in a hall that you are not exhibiting in helping to drive traffic to your stand
- Increased brand exposure

€695 or €1,100
Inventory depends on location
TASTE OF TRAVEL THEATRE
Food Sampling & Networking

What are the benefits?
- Increase brand awareness
- Captive audience on the Taste of Travel Theatre
- Attract visitors to your exhibition stand
- Provide exposure before and during the event

What am I buying?
- A 30 minute session from 12.30-13.30 on the Taste of Travel Theatre in Hall A2
- Present your product samples to visitors for tasting
- Opportunity to engage with the audience – microphone provided
- Opportunity to have your branding on the theatre during the session
- Sponsor’s logo on homepage of WTCE website,
- Sponsor listed on sponsor’s page on the WTCE website
- Sponsor promoted via social media
- Sponsor promoted on ‘What’s On’ page on the WTCE website
- Sponsor promoted in Show Planner

€3,295
TASTE OF TRAVEL THEATRE
Hospitality Cart

What am I buying?
- Service cart to be placed on the Taste of Travel Theatre throughout the show
- Distribution of beverages (coffee cart to be provided by sponsor if serving hot drinks)
- Sponsor’s logo on homepage of WTCE website
- Sponsor listed on sponsor’s page on the WTCE website
- Sponsor promoted via social media
- Sponsor to pay for electricity and water supply if required

What are the benefits?
- Increase brand awareness
- Captive audience on the Taste of Travel Theatre
- Attract visitors to your exhibition stand
- Drive traffic to your corporate website
- Provide exposure before and during the event

€2,500
OFFICIAL DRINKS SPONSOR

What am I buying?
• Company to be the ‘Official Drinks Sponsor’
• Product to be distributed at the Drinks Reception on Tues evening
• Logo to appear on Drinks Reception signage
• Logo or name on all pre-promotional materials when the Drinks Reception is mentioned
• Logo on sponsor’s banner on homepage of WTCE website
• Listed on the sponsor’s page on WTCE website
• Sponsor promoted via WTCE social media

What are the benefits?
• Communicate to buyers before and during the exhibition
• Network with key industry buyers
• Get your brand seen by our key attendees

€9,000
PRODUCT TAKEOFF – New Products

What am I buying?
- A 2 minute presentation of one product to key industry buyers
- Provide tastings and demonstrate your products benefits
- Receive 10 minutes feedback from VIP buyers and advice on how to be successful in the onboard market
- Connection to senior VIP buyers

What are the benefits?
- An exclusive opportunity to connect with senior VIP buyers and get your product in front of them
- Receive advice from industry experts on how to be successful in this lucrative market
- Potential to develop a deal and get your product onboard
- Network with senior buyers

*Products must have been launched since WTCE 2019
NEW PRODUCT Highlight Package

What am I buying?
- WTCE TV Interview - €950
- What’s New On Board Product Display - €1,350 + €200 (electricity)
- Social Media Promotion - €500

Total if sold separately: € 2950
Package deal: € 2250 (Save € 700)

What are the benefits?
- Tell everyone about your newest product in a dedicated interview, which will be shown to 4,000+ influential industry professionals.
- Showcase your new product in a high traffic area outside the VIP Lounge to get the attention of key buyers and those looking to discover what’s new.
- Promote your product with your stand number to our social media
PRODUCT Highlight Package

What am I buying?
- Your product in the VIP Sample Bag - up to €780
- WTCE TV Advert - €500
- Social Media Promotion - €500

Total if sold separately: €1780
Package deal: €1500 (Save €280)

What are the benefits?
- Get your product seen and sampled by 800+ of the most influent airline and rail VIPs visiting WTCE 2020.
- Showcase your product on WTCE TV screens placed in high traffic areas around the show floor (inc. the VIP lounge) to catch the eye of 4,000+ influential industry professionals.
- Promote your product with your stand number to our social media

€1,500
iWalker Promotion

What am I buying?
- Portable advertising in digital form.
- Your 15 sec. advert or message will be showcased on an iWalker promoting what’s happening in Hall 3 throughout the event.

What are the benefits?
- Get your advert or message moving around the event on all 3 days
- Maximise exposure for your brand
- Reach your buyers beyond your own stand space

€800
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