

Exhibitor Masterclass

Maximise your Exhibiting Success!

Co-located:

World Travel Catering
& Onboard Services
EXPO

Aircraft **EXPO**[®]
Interiors

Passenger
Experience
CONFERENCE

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building businesses



Agenda

1. Meet the Team
2. Digital Tools
3. Registration and Badging
4. Marketing Tools
5. PR Support
6. Features, Activations and Other Events
7. Guide to Getting Onboard
8. Suppliers and Partners
9. Space Only stands
10. Shell Scheme
11. Drinks Zone
12. Useful Links



Meet the Team

We're here to help you on your exhibiting journey



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Management Team



Polly Magraw
Transport Portfolio Director



Shona Thomson
WTCE Event Manager



Lizelle Ramos
Transport Head of Sales



Chris Moran
Transport Sales Team Manager

Questions in general?

Our customer service and customer success team are here to help. If you're not sure who to contact about a query, they can direct you to the right person. They can help with digital upgrades, updating your profile, accessing your online account, support registering stand personnel and so much more!

A member of the customer success team will reach out to you to support you on your exhibiting journey and our customer services team are reachable between Monday – Friday 9am – 6pm (GMT) and will respond to queries within 24 hours.

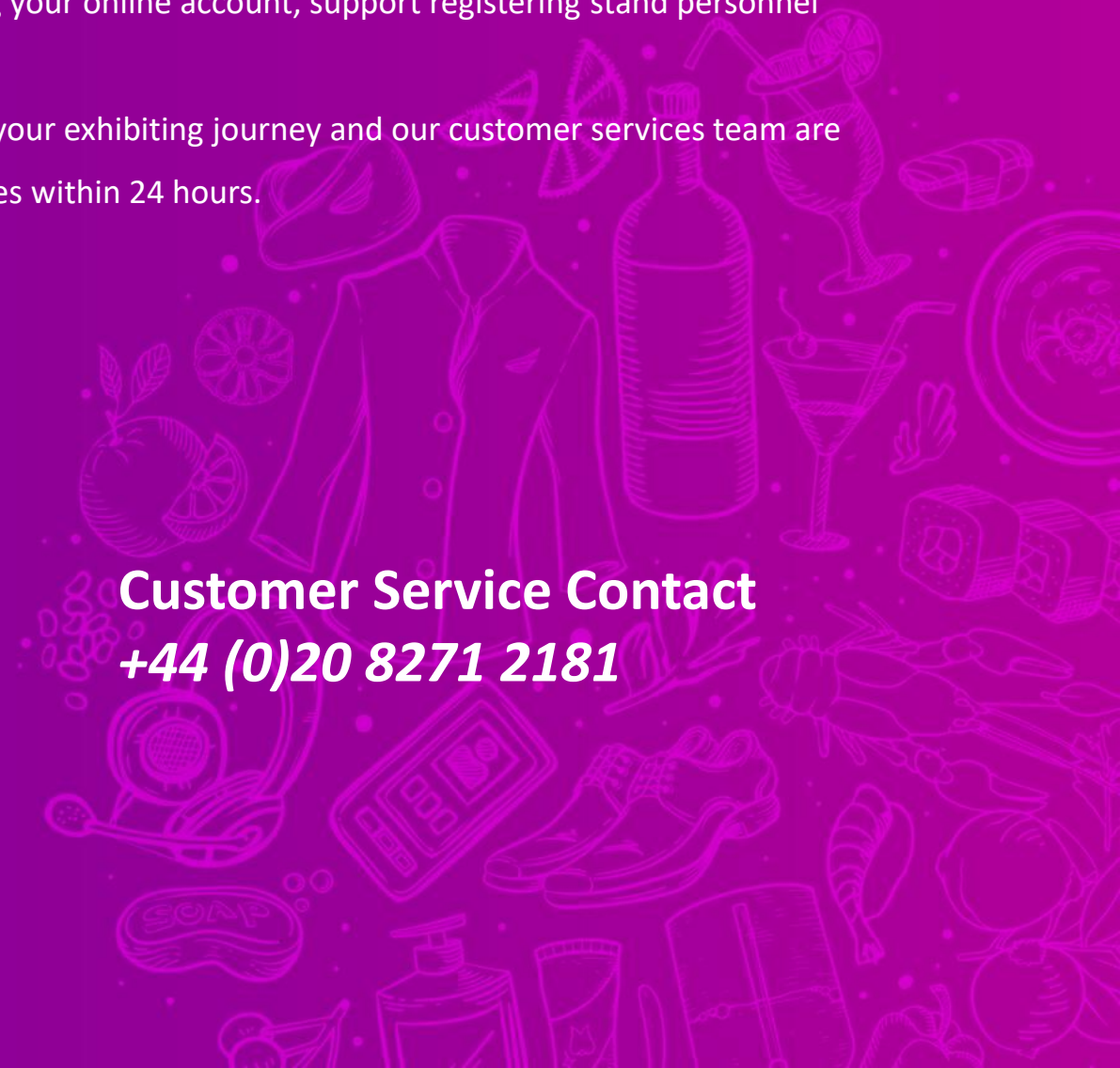
Customer Success Lead
Christy Joy Berlandino



Customer Service Lead
Arren Jay Nabos



Customer Service Contact
+44 (0)20 8271 2181



Questions about your booking?

Your account manager is here to help with queries relating to your contract or any additional purchases you like to add in terms of space, shell scheme and sponsorship.

International Sales Team



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Eva Halahijova
Eastern Europe
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eva.halahijova@rxglobal.com

Specific questions about your participation?

Should you have any queries about your stand build, logistics, exhibitor manual, venue access etc. you can reach out directly to our operations team headed up by Emma.

For queries regarding promoting your stand, initiatives you can get involved with and marketing support, you can book in a chat with Maria to get you started.

Want to know how you can get in the press? Our PR team and Storm Communications are happy to help out, lead by Jemma.



Emma Kitching
Operations Manager
wtce.operations@rxglobal.com



Maria Harper
Marketing Manager
maria.harper@rxglobal.com



Jemma Wythe
Storm Communications (PR agency)
wtce@stormcom.co.uk



Katie May
Storm Communications (PR agency)
wtce@stormcom.co.uk

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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.



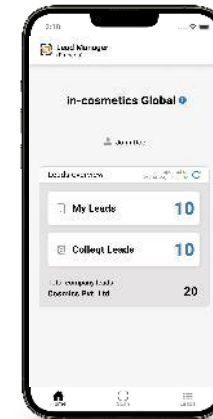
Maximise your ROI one insight at a time with **Exhibitor Dashboard**.



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.

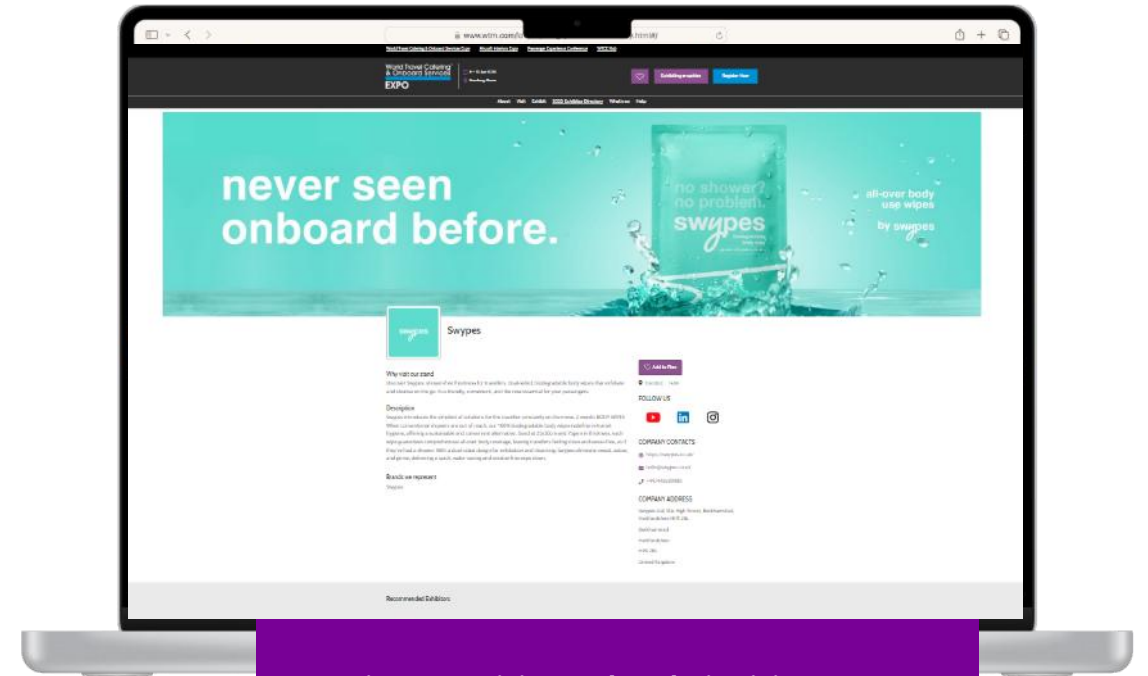
Exhibitor Profile

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

Digital Tools

Exhibitor Dashboard

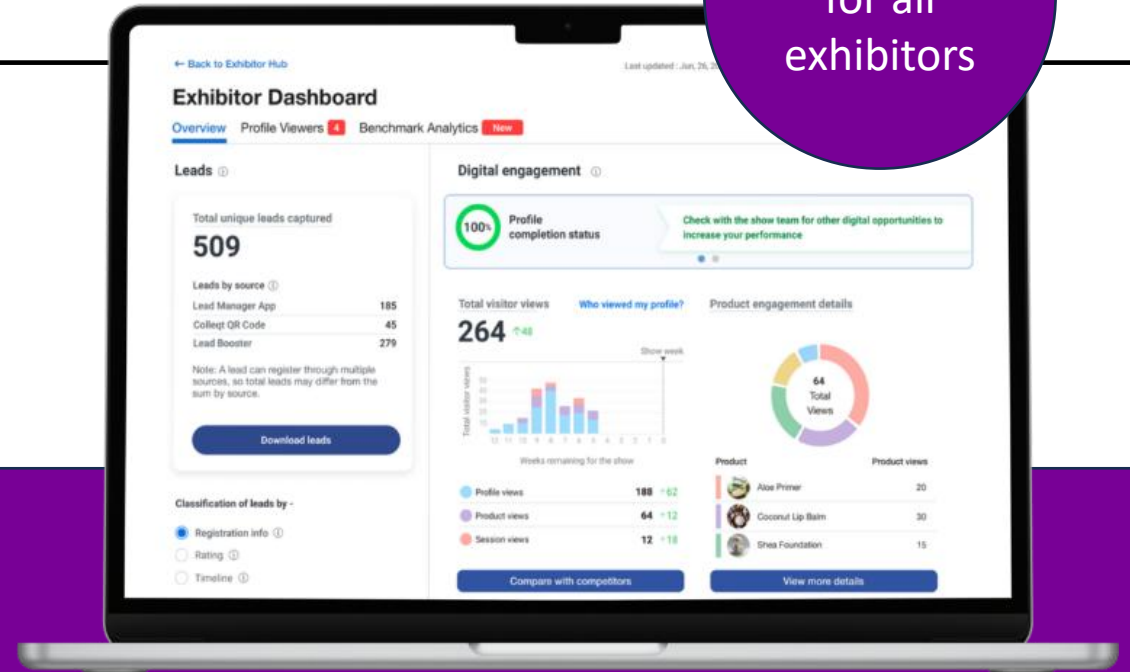
Gain intelligent data and recommended actions to evaluate your performance and boost your results.

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

Included
for all
exhibitors

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.

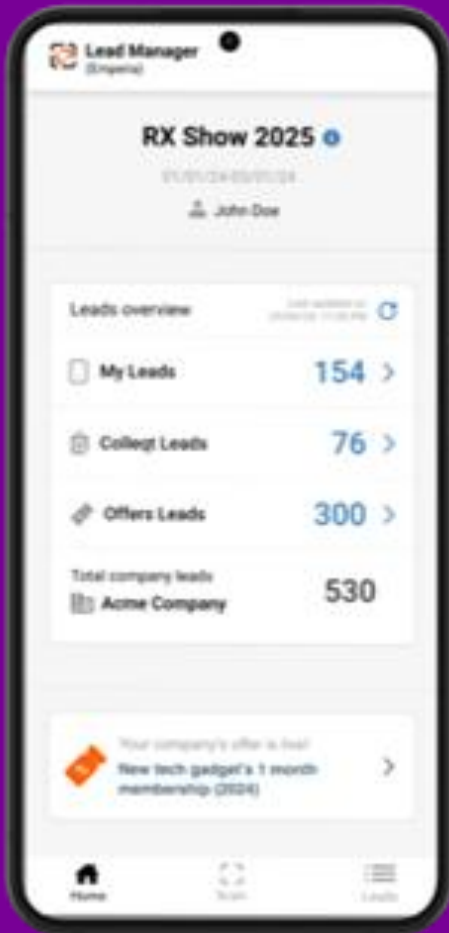


Access **after** the event to:

- 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



- 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**

Included
for all
exhibitors

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

Lead Manager - Collect QR Code

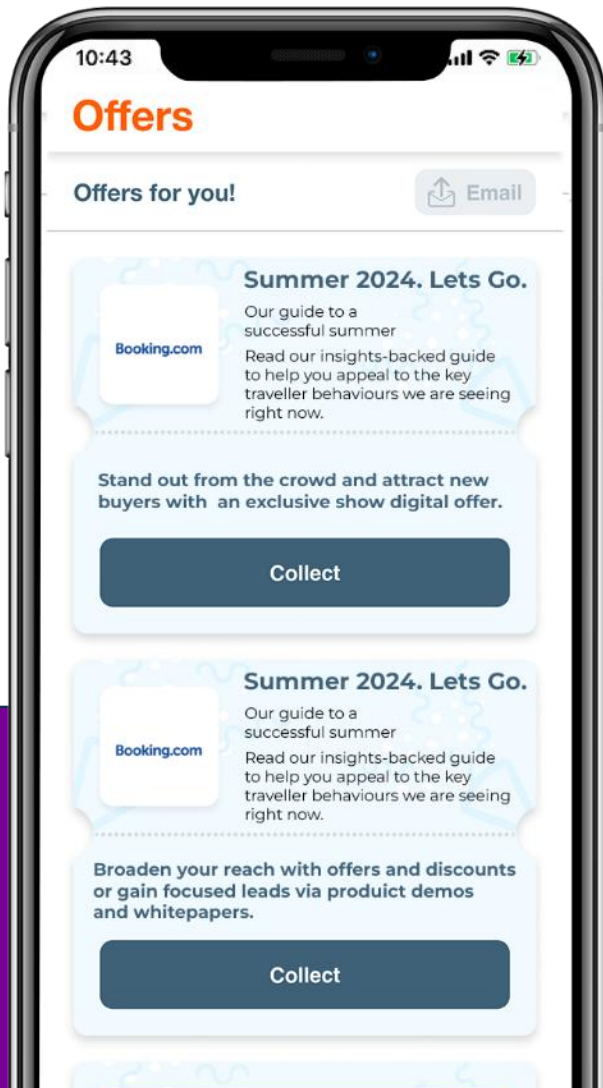
- Every exhibitor will receive a tent card on your booth with your Collect QR Code.
- Ensure it is displayed in a high visibility location where it can be seen even when your booth is very busy.
- Access your leads in real-time information through the Exhibitor Dashboard and the Lead Manager App so you 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

Included
for all
exhibitors

Tip: alert your on-site staff of the Collect QR Code and how it works so they can ensure it is displayed properly and can use it to collect leads.





Lead Booster (Digital Gift Bag)

€1500

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.

Exhibitors who use Lead Booster receive over **30 additional buyer leads** related to their offer.

WTCE Connect – Meetings Tool

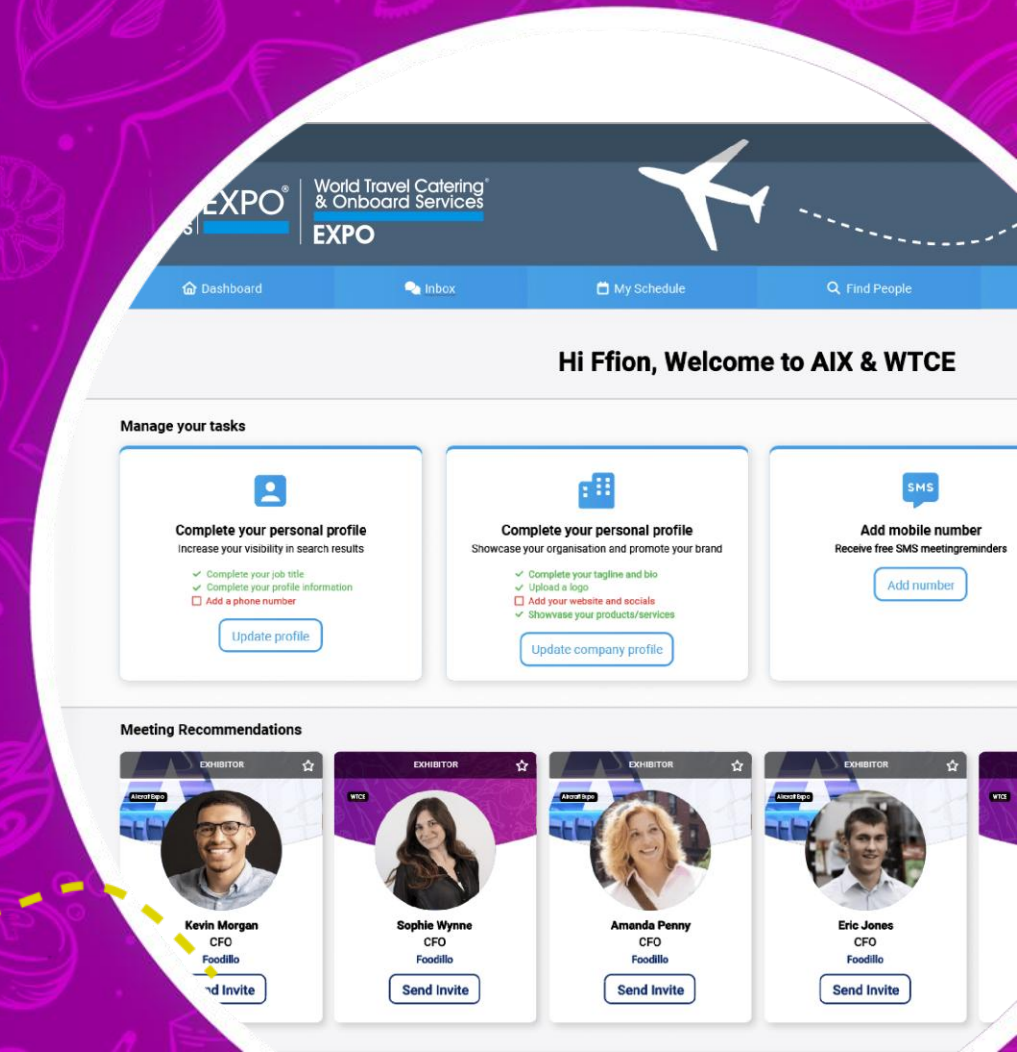
Launching
in
February!

All registered exhibitor stand staff have will receive a WTCE Connect account (Login details sent in Feb 26).

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



Registration & Badging



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Visitor Registration

Anyone planning to attend the event as a visitor will be provided with 3 options - exhibition only, exhibition and welcome party and exhibition and passenger experience conference.

New for 2026

From this year, we are introducing a visitor registration fee for non-VIP attendees. (VIPs - vetted airlines, rail, cruise and catering procurement roles - will continue to be complimentary).

The fee will be €50 + VAT from the time registration opens, increasing to €100 + VAT from 31st March 2026.

Inviting your clients

You can also offer complimentary registration to your clients, prospects and key contacts by sharing your personalised registration link

Select Your Badge Type

Exhibition


Visitor:
€50

VIP:
FREE*

Tax excl.

REGISTER NOW

Exhibition badge benefits:

- ✓ Full access to 300+ exhibitors at WTCE
- ✓ Access to the Connect meeting platform, Taste of Travel Theatre [and more](#)
- ✓ Access to [Aircraft Interiors Expo \(AIX\)](#) 
- ✓ [Exclusive VIP benefits](#)

Exhibition + Welcome Party

Visitor:
€149

VIP + Upgrade:
€99*

Tax excl.

REGISTER NOW

All Exhibition badge benefits plus:

- ✓ Attend the **Welcome Party** on Monday, 13th April (18:00-21:30)
- ✓ Network with 300+ industry professionals
- ✓ Buffet dinner and drinks
- ✓ Live entertainment

Exhibition + Passenger Experience Conference


Visitor:
€765

VIP + Upgrade:
€540*

Tax excl.

REGISTER NOW

All Exhibition badge benefits plus:

- ✓ Attend **PEC** and the **Welcome Party** on Monday, 13th April (09:00-21:30)
- ✓ Full access to the Conference with [25+ expert-led sessions](#) 
- ✓ Refreshments on arrival, lunch and coffee breaks

Exhibitor Registration

How to register your stand personnel

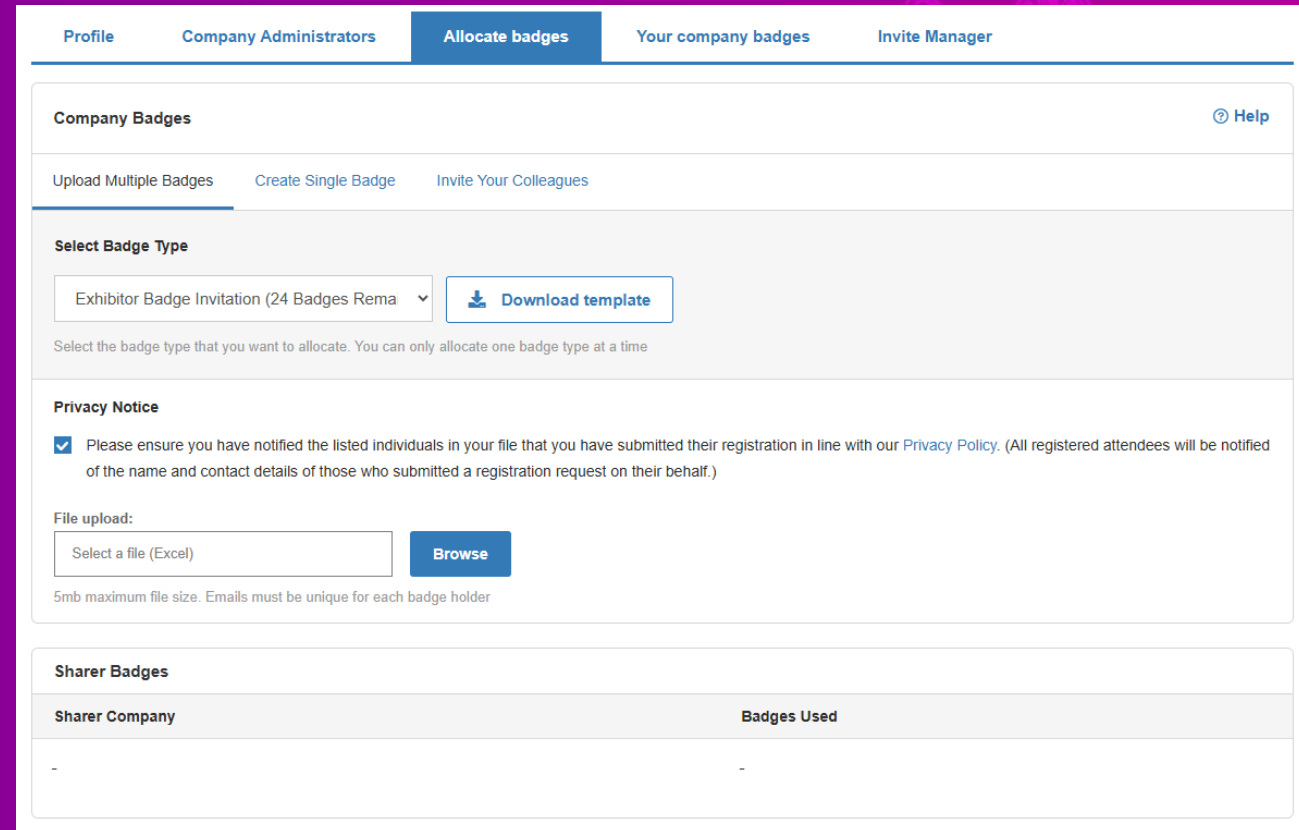
Anyone from your business that will be working on your stand, must be registered as stand personnel in advance of the exhibition. Access to the hall will not be granted without a badge.

There are 3 options to register stand personnel:

1. Upload an excel spreadsheet
2. Register individually
3. Share the exhibitor registration link with colleagues

Stand personnel badges are limited to 1 badge per SQM and 15 per registered stand sharer.

For any colleagues that you would like to attend, but aren't exhibiting with you on your stand, please share the free invitation link (Invite Manager) so they can register as visitors.



The screenshot displays the 'Allocate badges' tab within a registration system. At the top, navigation links include 'Profile', 'Company Administrators', 'Allocate badges' (active), 'Your company badges', and 'Invite Manager'. Below the navigation bar, the 'Company Badges' section features a 'Help' icon and three options: 'Upload Multiple Badges' (selected), 'Create Single Badge', and 'Invite Your Colleagues'. The 'Select Badge Type' section shows a dropdown menu set to 'Exhibitor Badge Invitation (24 Badges Rema...)' and a 'Download template' button. A note states: 'Select the badge type that you want to allocate. You can only allocate one badge type at a time'. The 'Privacy Notice' section includes a checked checkbox and text: 'Please ensure you have notified the listed individuals in your file that you have submitted their registration in line with our Privacy Policy. (All registered attendees will be notified of the name and contact details of those who submitted a registration request on their behalf.)'. The 'File upload:' section has a 'Select a file (Excel)' input and a 'Browse' button, with a note: '5mb maximum file size. Emails must be unique for each badge holder'. The 'Sharer Badges' section contains a table with two columns: 'Sharer Company' and 'Badges Used'. The table is currently empty, showing only the column headers.

Sharer Company	Badges Used
-	-

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Passenger Experience CONFERENCE

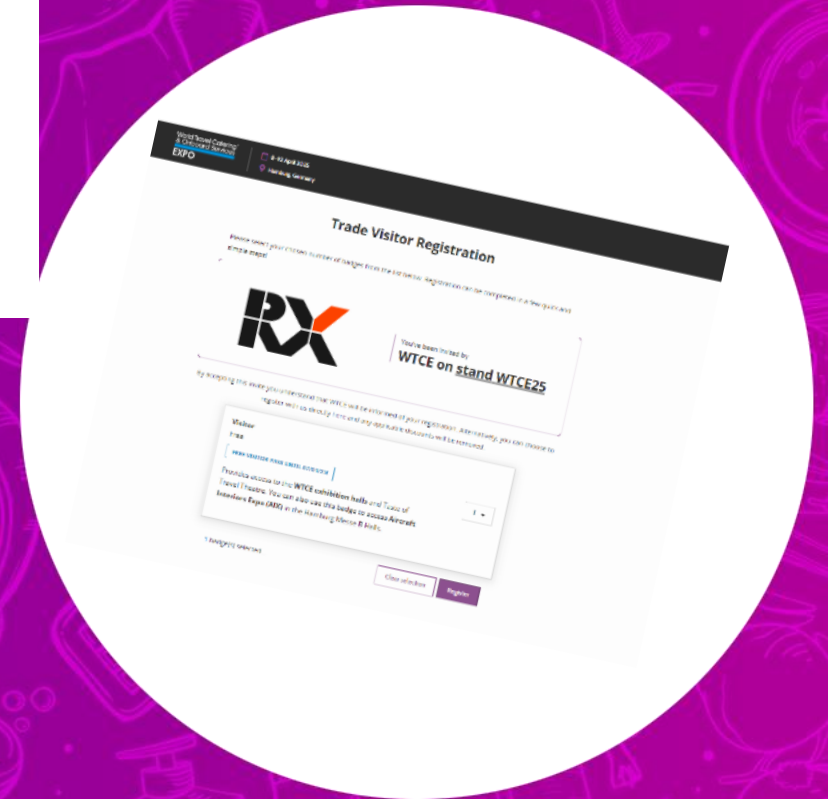
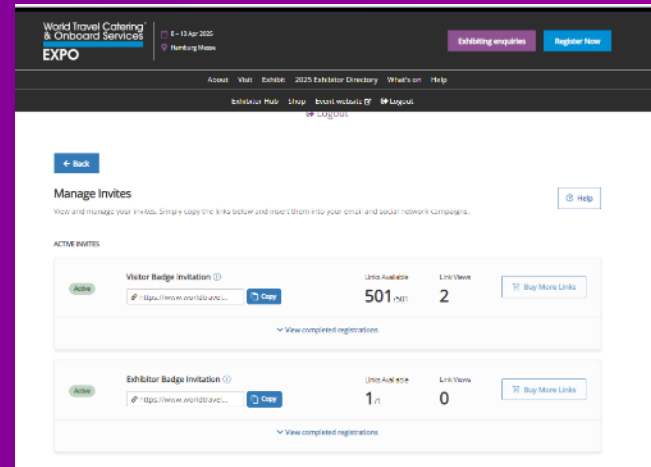
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Free Customer Registration

Personalised and Trackable Registration Forms

Use the event registration form in the 'Invite Manager', branded with your company logo and you'll not only be able to offer free registration but also see who signs up!

- 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



Social Media Campaigns

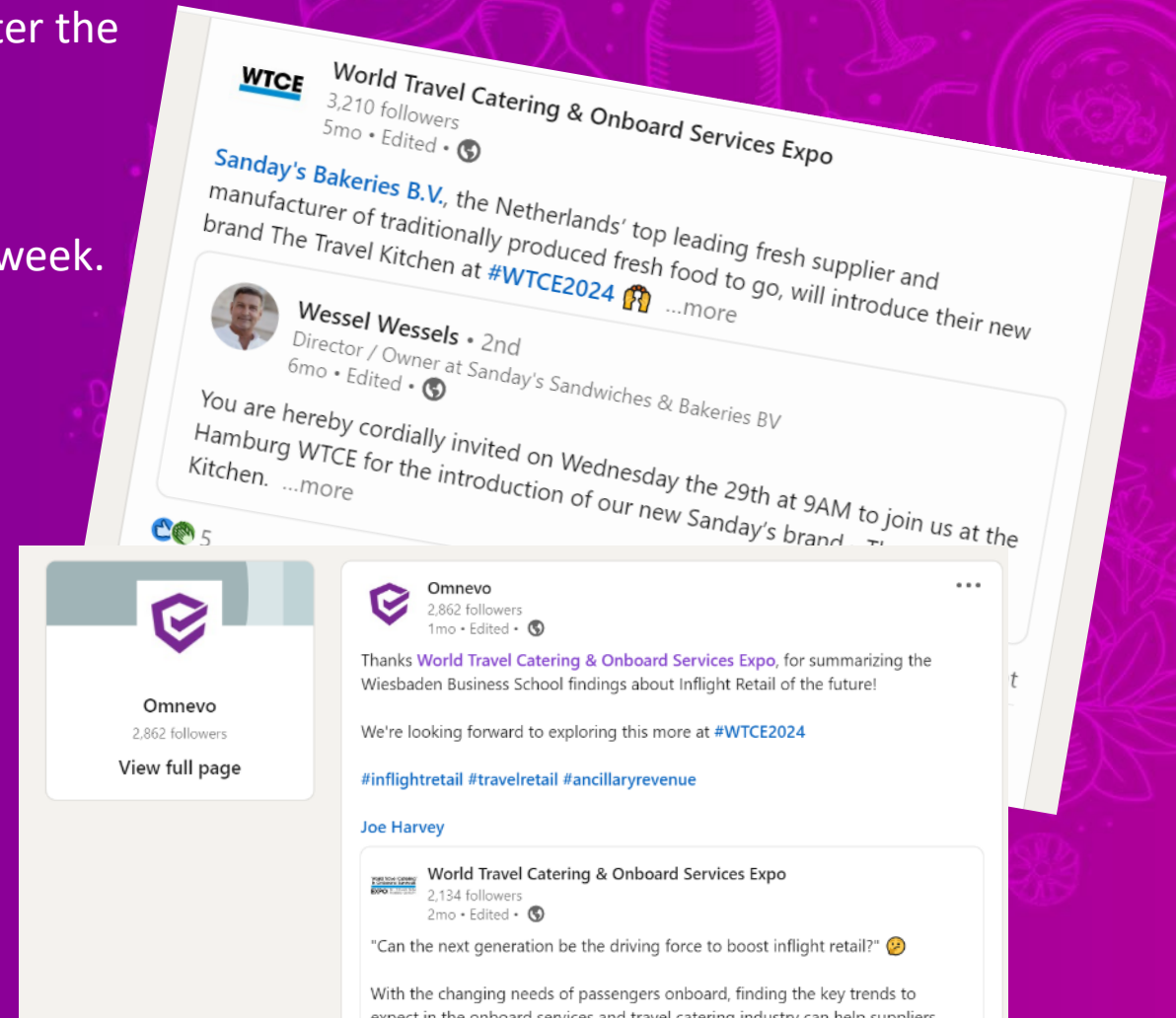
For useful and interesting exhibitor news, we can share your social media posts from our event channels before, during and after the event!

Tag @WTCE and use the hashtag #WTCE2026 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

#WTCE2026



1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

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Company News and Press Releases

Product News and Releases

We want your news! Send us your product launches, new deals and noteworthy company information for it be included in relevant press releases and editorial in the lead up to WTCE 2026.

Exhibitor Profile

As well as sharing with our PR partner, please upload all of your company and product releases to your Exhibitor Profile under 'Upload Documents' so it can easily be found by the Media.

Send to wtce@stormcom.co.uk

Ongoing throughout 2025 - 2026



Preview

We work with leading trade magazines, including Onboard Hospitality and PAX International, to produce comprehensive editorial previews ahead of the event. These previews will be featured in the March/April print issues of publications, which are distributed at WTCE.

To get involved, please send the following details in early 2026 to the PR team:

- Exhibitor name
- Stand number
- One high-resolution image (300dpi)
- Up to 150-word description of what your company will be exhibiting at WTCE 2026 or any product launches planned.

Send to wtce@stormcom.co.uk

Deadline: 30th January 2026



Onsite Press Packs

Exhibitor press packs include any press materials, e.g.,

- Press releases
- New product launches at the show
- Company brochures/posters
- High-resolution images
- Stand activities and press conferences.

Submit to the WTCE PR team and the pack will be shared with attending media, used in show reviews and upcoming articles.

Send to wtce@stormcom.co.uk

Deadline: 3rd April 2026



Past Success

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



Catering & Onboard Retail

Over 80 big names in food and drink are set to debut at WTCE 2025

The organisers of World Travel Catering & Onboard Services Expo (WTCE), the in-flight catering, onboard services, and passenger comfort event taking place in April, have announced a lineup of more than 80 new exhibitors that specialise in food and drink.

Among the new food and drink brands joining WTCE on 8-10 April in Hamburg Messe, Germany are:

Philip's Biscuits (stand 1B106). This company hand-crafts biscuits made with real butter, and has a range tailored for onboard service. Visitors may like to try an Antwerp Hand (a hand-shaped cookie half coated in "a luxurious party jacket of dark chocolate", a classic Speculoos biscuit, or an Ice Pearl ice cream praline.

Panealba (stand 1D96). This Italian bakery specialises in producing breadsticks, snacks, croutons and biscuits, which it exports to more than 60 countries. Panealba's product packaging is suitable for both mono-portion and bulk formats, making them a great fit for inflight services.

Neuhaus NV (stand 1B101). As the inventor of the Belgian praline, Neuhaus brings over 150 years of chocolate making to the inflight market. The company's premium chocolates, including luxurious pralines, offer an indulgent experience for passengers looking to enjoy a taste of Belgium.

Nairn's Oatcakes (stand 1A112). A UK favourite, Nairn's will highlight its range of sweet and savoury oatcakes, now available in convenient foodservice formats ideal for inflight snacking. These oatcakes are a healthy and satisfying, yet guilt-free onboard snack.

Joe & Seph's Gourmet Popcorn (stand 1C102). With over 50 unique flavours including salted caramel and goat's cheese, Joe & Seph's is an innovator in the popcorn market. Its hand-made, air-popped popcorn has earned over 100 Great Taste Awards, and it is available in exclusive airline packaging.



WTCE helps Joe & Seph's grow airline business by 20%

27th March 2025

Gourmet Popcorn brand, Joe & Seph's, has attributed the success of its airline business to its award-winning flavours, airline specific packaging & exhibiting at...



Case Study: Around Noon sparks new leads at WTCE

By WTCE in partnership with PAX International

Around Noon, one of the U.K. and Ireland's leading food-to-go manufacturers, has revealed that the World Travel Catering & Onboard Services Expo (WTCE) has helped it generate a host of new business leads in the onboard services sector.

The business, which started around the kitchen table almost 35 years ago in Northern Ireland, is a dynamic and fast-growing leader in the sector, proudly employing over 800 people. With state-of-the-art manufacturing facilities in Newry, Slough and North London, it crafts top-quality sandwiches, salads, wraps and snack pots for esteemed retailers, airlines, coffee chains and contract caterers.

However, following COVID, Around Noon realized the importance of being in multiple industries and identified the travel sector as a vital area for expansion. The company's solution for the travel industry involves offering bespoke packaging and products tailored to the unique demands of airline catering, such as maintaining flavour integrity at high altitudes. Its food-to-go products, thoughtfully developed to consider ingredient compatibility and the unique conditions of air travel, ensure that delicacies like finger sandwiches and pastries remain delicious and intact during flights.

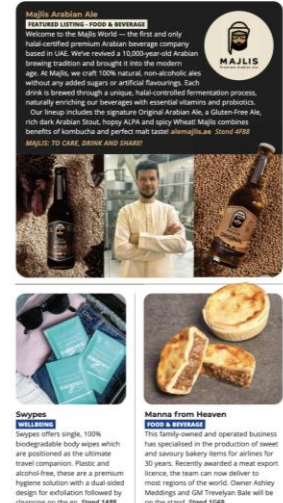
Around Noon's proactive approach extends to adapting swiftly to urgent changes, such as flight cancellations, by maintaining a dynamic supply chain. As a known supplier, the organization ensures secure packaging, addressing security concerns while providing bespoke solutions.



32 / WTCE PREVIEW: EXHIBITORS

World Travel Catering & Onboard Services Expo Exhibitor preview

Not sure who to visit at WTCE? We've got you covered...



WTCE PREVIEW: EXHIBITORS / 33

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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Product Trails

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 'trail' around the event so that WTCE attendees can discover new products.

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

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SUSTAINABILITY**



**TECH
TRAIL**

Taste of Travel Theatre

**Deadline:
15 January
2026**

Speaking at the Taste of Travel Theatre offers you:

- A powerful platform to position yourself as a thought leaders in the industry
- Showcasing your expertise to key decision-makers from airlines, rail, cruise and caterers actively seeking fresh ideas and solutions to enhance the onboard experience.
- A unique opportunity to elevate personal and brand visibility, build credibility, and spark meaningful conversations

Exhibitors are invited to apply with engaging, insight-led topic proposals for consideration—whether focused on culinary innovation, sustainability, passenger wellbeing, or future trends in onboard service.



Apply here > [Taste of Travel Application Form](#)

Passenger Experience Conference & Welcome Party

The conference brings together 300+ senior airline, rail and cruise decision-makers, enabling you to:

- Learn about the future of the onboard experience
- Discover offering valuable insights into emerging trends that directly influence your customers' needs.
- Connect with key buyers and industry leaders in a more focused, thought-leading environment before the exhibition opens.

The Welcome Party provides an informal setting to continue those conversations, strengthen relationships, and build visibility for your brand among the wider passenger experience community.

Upgrade your Exhibitor badge in the [Exhibitor Portal](#)

**Monday
13 April**



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Practical Tips for the Onboard Market

- **Understand the Specific Airline Needs**

Airlines seek solutions, not just products. Learn how to position your offering as the answer to the specific challenges of the airline you're meeting.

- **Cabin-Specific Strategies**

Tailor your product for Economy, Business, or First Class, considering price points, packaging, and passenger expectations.

- **The Pitch Process**

Stand out by demonstrating deep operational understanding, pricing transparency, and innovative solutions.

- **Packaging & Compliance**

Design packaging that fits galley constraints, meets safety standards, and aligns with sustainability goals.

- **Sustainability & Waste Management**

Address the industry's growing focus on reducing waste and improving circularity in the supply chain.

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the Guide!](#)



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Storm Communications – Official PR Agency

You may be contacted by Jemma or Katie at Storm Communications for more information on your company for various PR activities.

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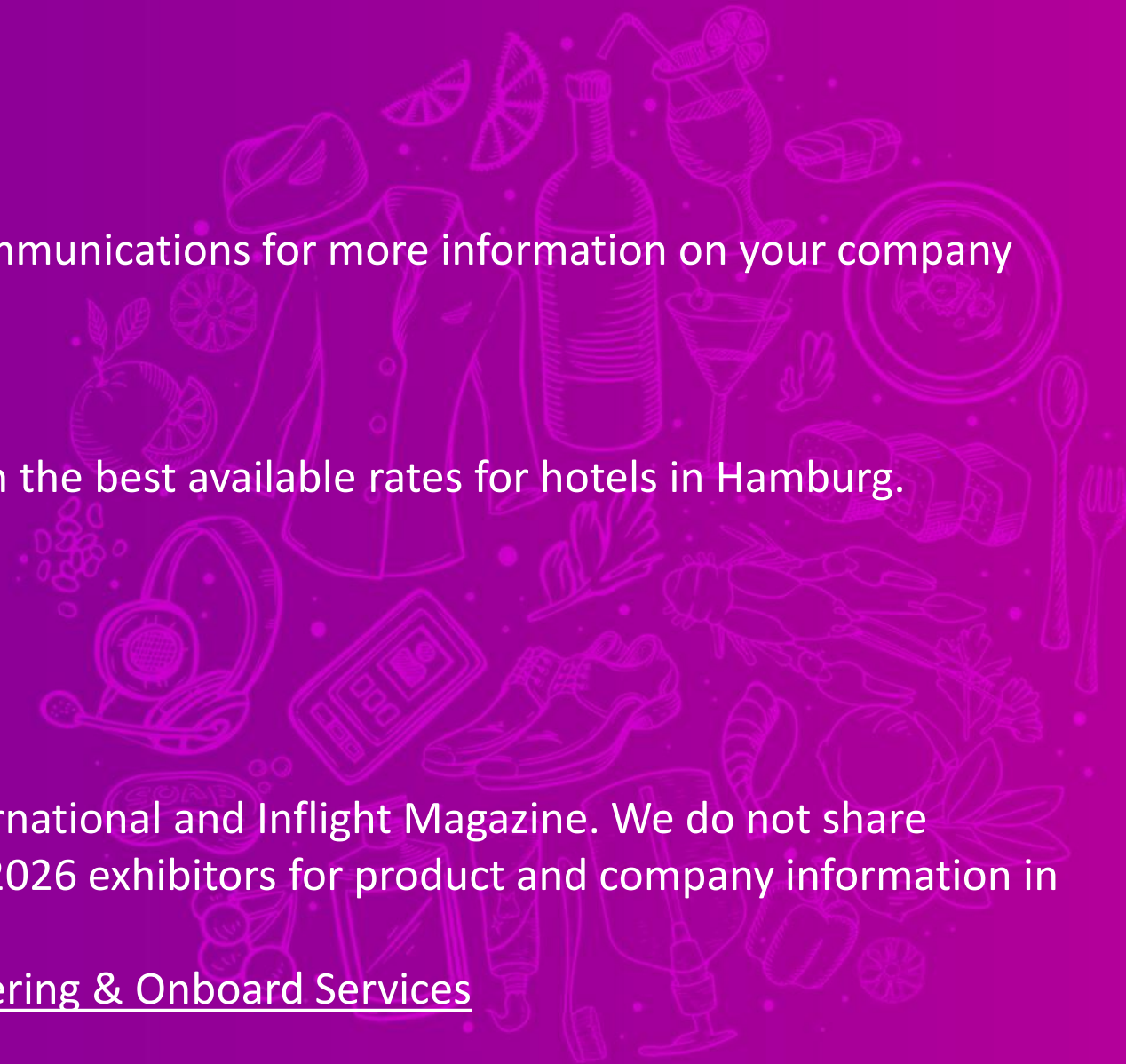
We have partnered with HotelMap to provide you with the best available rates for hotels in Hamburg.

Book a hotel at [Book your Hotel for WTCE](#)

Official Media Partners

Official Partners include Onboard Hospitality, PAX International and Inflight Magazine. We do not share exhibitor contact details, but they may contact WTCE 2026 exhibitors for product and company information in the lead up to the event.

For the full list visit [Media Partners | World Travel Catering & Onboard Services](#)



Operational Suppliers

Our Core Suppliers Include:

- **Hamburg Messe HMC (Host Management Company):**
Our official contractor for shell scheme stands, electrics, lighting, and nameboards. They manage build logistics and ensure compliance with safety standards.
- **DSV Fairs and Event (previously DB Schenker):**
Trusted freight and logistics partners, handling international and domestic shipments, customs clearance, and timed deliveries to the venue.
- **Concept Furniture:**
Offers stylish and functional furniture hire options to elevate your stand's look and comfort.
- **Kaefer:**
The venue-appointed caterer, providing food and beverage services for exhibitors, and visitors throughout the event.
- **Aztec AV:**
Provider of audio-visual equipment and technical support for exhibitors needing screens, sound systems, or interactive displays.

For an extensive list of our suppliers and their deadlines visit: <https://www.worldtravelcateringexpo.com/en-gb/exhibitor-manual/operations.html>

Space Only Stands

Order forms, venue information, deadlines

Co-located:

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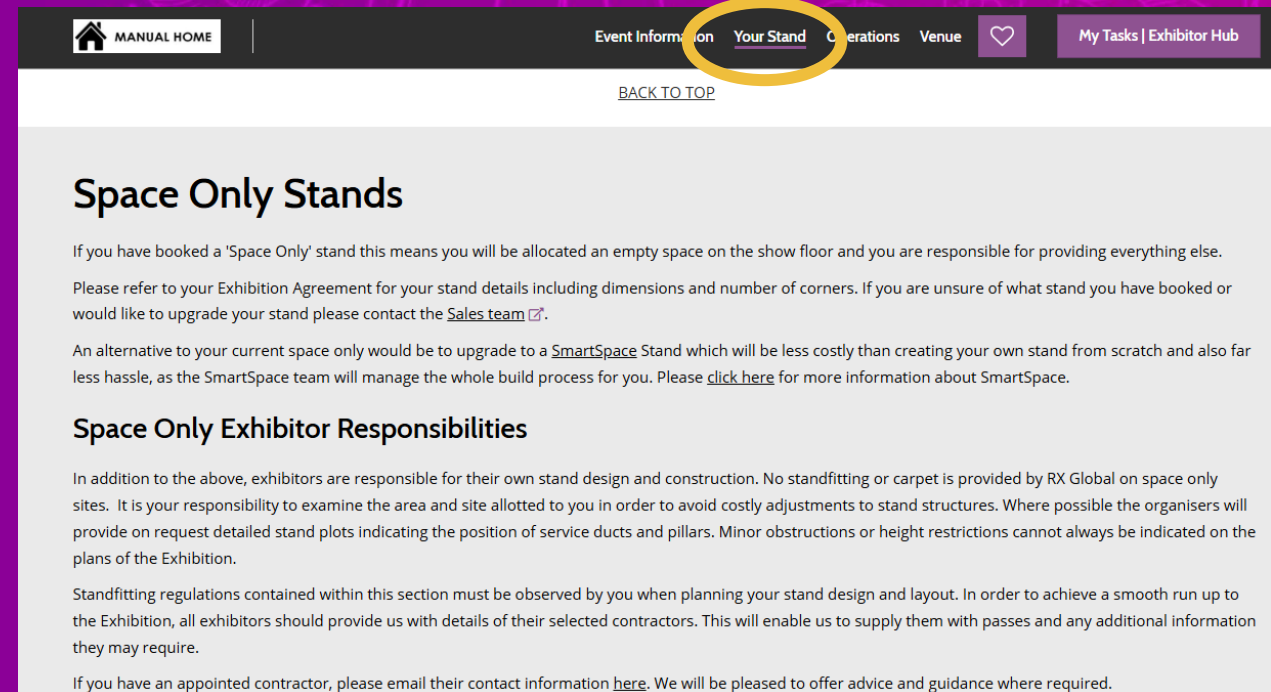
Space Only Stands

What's included in your stand:

- Bare floor space in your booked location
- Access to utilities (power, water, etc. – if ordered separately)
- Flexibility to create a fully branded, custom-built environment
- Support from the WTCE operations team for logistics and approvals

Find your [stand information](#) in the exhibitor manual to find:

- **Space Only Exhibitor Responsibilities**
- **Stand Plan Submission Guidelines**
- **Stand Build Regulations** – these must be adhered to in order for the operations team to approve your stand build.



[MANUAL HOME](#) | [Event Information](#) **[Your Stand](#)** [Operations](#) [Venue](#) [My Tasks | Exhibitor Hub](#)

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Space Only Stands

If you have booked a 'Space Only' stand this means you will be allocated an empty space on the show floor and you are responsible for providing everything else.

Please refer to your Exhibition Agreement for your stand details including dimensions and number of corners. If you are unsure of what stand you have booked or would like to upgrade your stand please contact the [Sales team](#).

An alternative to your current space only would be to upgrade to a [SmartSpace](#) Stand which will be less costly than creating your own stand from scratch and also far less hassle, as the SmartSpace team will manage the whole build process for you. Please [click here](#) for more information about SmartSpace.

Space Only Exhibitor Responsibilities

In addition to the above, exhibitors are responsible for their own stand design and construction. No standfitting or carpet is provided by RX Global on space only sites. It is your responsibility to examine the area and site allotted to you in order to avoid costly adjustments to stand structures. Where possible the organisers will provide on request detailed stand plots indicating the position of service ducts and pillars. Minor obstructions or height restrictions cannot always be indicated on the plans of the Exhibition.

Standfitting regulations contained within this section must be observed by you when planning your stand design and layout. In order to achieve a smooth run up to the Exhibition, all exhibitors should provide us with details of their selected contractors. This will enable us to supply them with passes and any additional information they may require.

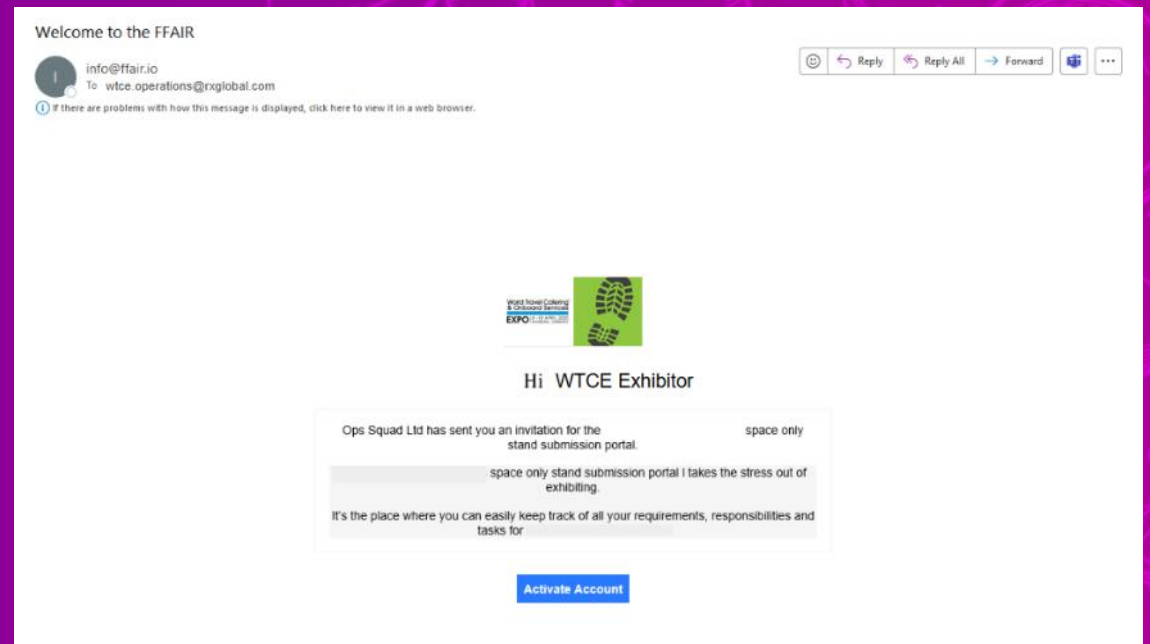
If you have an appointed contractor, please email their contact information [here](#). We will be pleased to offer advice and guidance where required.

Space-Only Stands

Stand plan submission deadline:

- **Double Deck stand plans: 9th January 2026**
- **All other plans: 16th January 2026**
- You will receive an email from info@ffair.io with access to the FFAIR Portal, once logged in you will be prompted to upload:
 - Visual of your stand (with dimensions)
 - Risk Assessment
 - Method Statement
 - Public Liability Insurance
 - Contractor details[See here for templates](#)

- 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. If you are unsure the location of your stand and need a stand plot, please reach out to wtce.operations@rxglobal.com



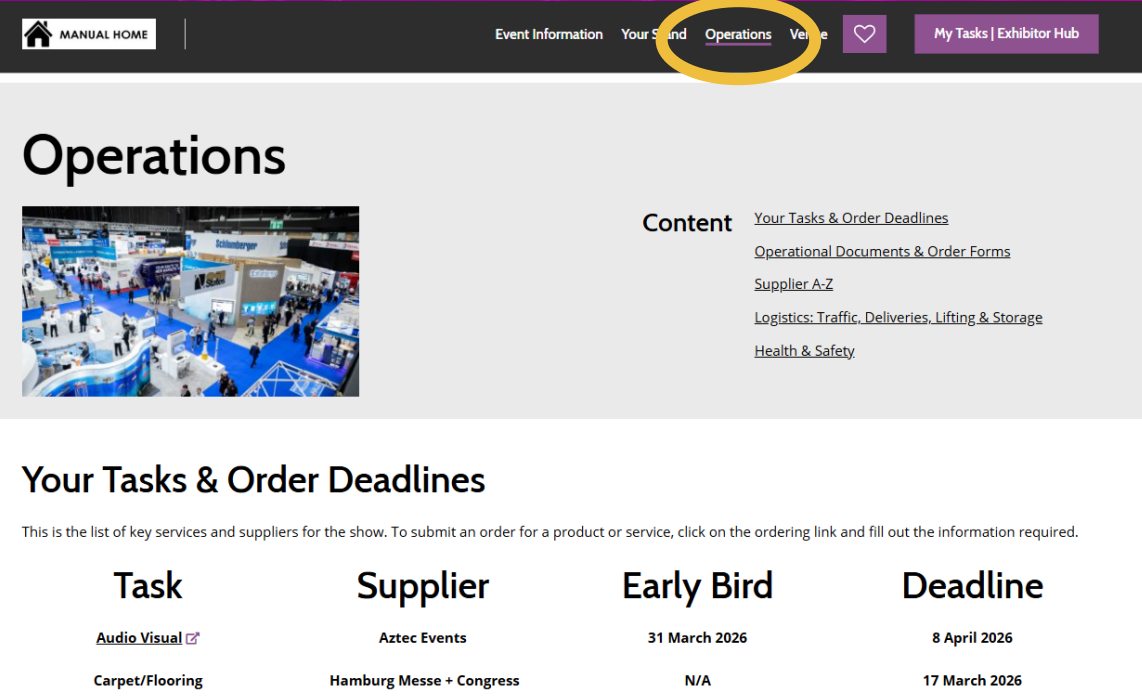
Space-Only Stands

Your Tasks

Visit [Operations](#) in the exhibitor manual to view your tasks and order forms.

Priority Tasks and Order Deadlines:

- Space Only Stand Plan Submission: 16th January (via email or FFAIR)
- Early Access/ Late Work Request: 10th February
- Stand Information Form: 16th March
- Stand Catering Form: 16th March



Operations

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- [Operational Documents & Order Forms](#)
- [Supplier A-Z](#)
- [Logistics: Traffic, Deliveries, Lifting & Storage](#)
- [Health & Safety](#)

Your Tasks & Order Deadlines

This is the list of key services and suppliers for the show. To submit an order for a product or service, click on the ordering link and fill out the information required.

Task	Supplier	Early Bird	Deadline
Audio Visual	Aztec Events	31 March 2026	8 April 2026
Carpet/Flooring	Hamburg Messe + Congress	N/A	17 March 2026

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

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Shell Scheme Stands

Trend Shell Scheme

What's included in your Trend Shell Stand:

- Shell Scheme Walling
- Dark Blue Carpet
- Fascia (displaying your stand name and number)
- Corner pole to support Fascia
- 3kw Socket
- 1x LED light per 3sqm.



Premium Shell Scheme

What's included in your Premium Shell Stand:

- Shell Scheme Walling
- Dark Blue Carpet
- Raised towers on the corners of your stand
- Company name and stand number on towers.
- 3kw Socket
- 1x LED long arm spotlight per tower
- 1x LED long arm spotlight per 1m of back wall



First Time Exhibitor (FTE)

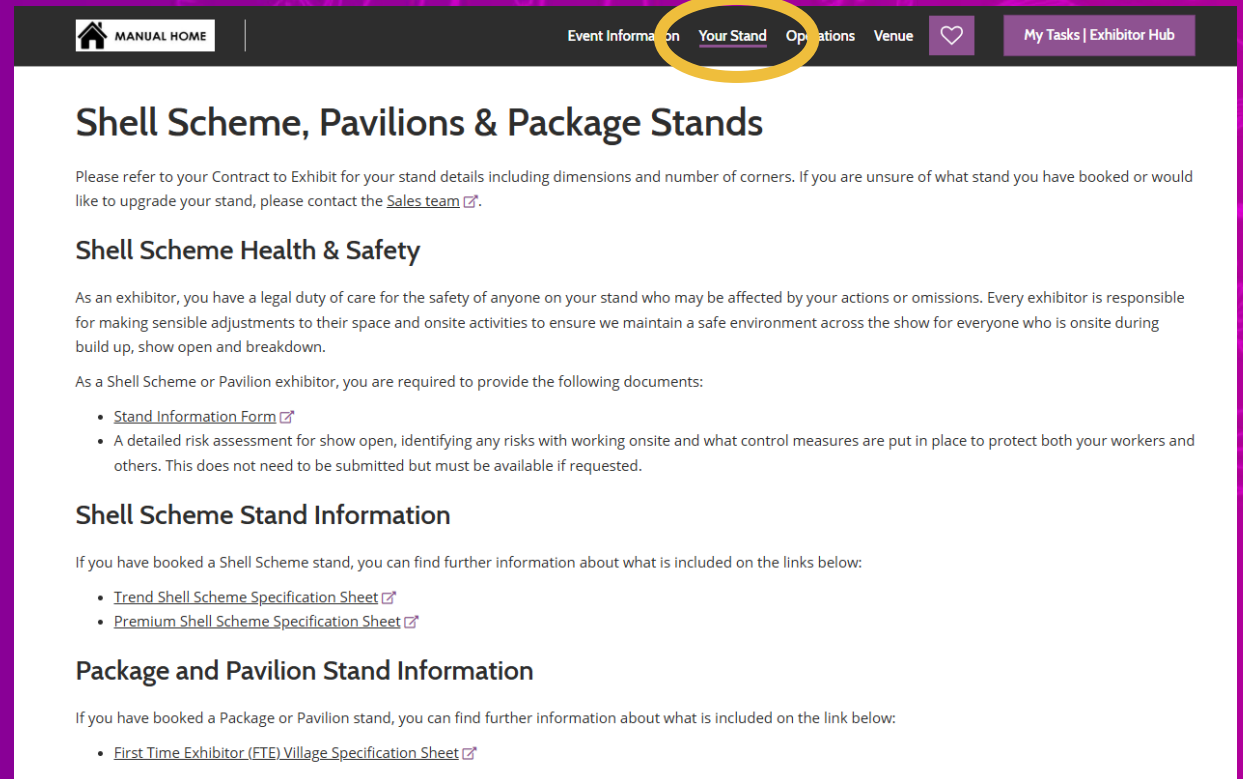
What's included in your FTE:


- Shell Scheme Walling
- Dark Grey Carpet
- Fascia
- 3kw Socket
- 1x LED light per 3sqm.



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 \(webshop\)](#)



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Shell Scheme, Pavilions & Package Stands

Please refer to your Contract to Exhibit for your stand details including dimensions and number of corners. If you are unsure of what stand you have booked or would like to upgrade your stand, please contact the [Sales team](#).

Shell Scheme Health & Safety

As an exhibitor, you have a legal duty of care for the safety of anyone on your stand who may be affected by your actions or omissions. Every exhibitor is responsible for making sensible adjustments to their space and onsite activities to ensure we maintain a safe environment across the show for everyone who is onsite during build up, show open and breakdown.

As a Shell Scheme or Pavilion exhibitor, you are required to provide the following documents:

- [Stand Information Form](#)
- A detailed risk assessment for show open, identifying any risks with working onsite and what control measures are put in place to protect both your workers and others. This does not need to be submitted but must be available if requested.

Shell Scheme Stand Information

If you have booked a Shell Scheme stand, you can find further information about what is included on the links below:

- [Trend Shell Scheme Specification Sheet](#)
- [Premium Shell Scheme Specification Sheet](#)

Package and Pavilion Stand Information

If you have booked a Package or Pavilion stand, you can find further information about what is included on the link below:

- [First Time Exhibitor \(FTE\) Village Specification Sheet](#)

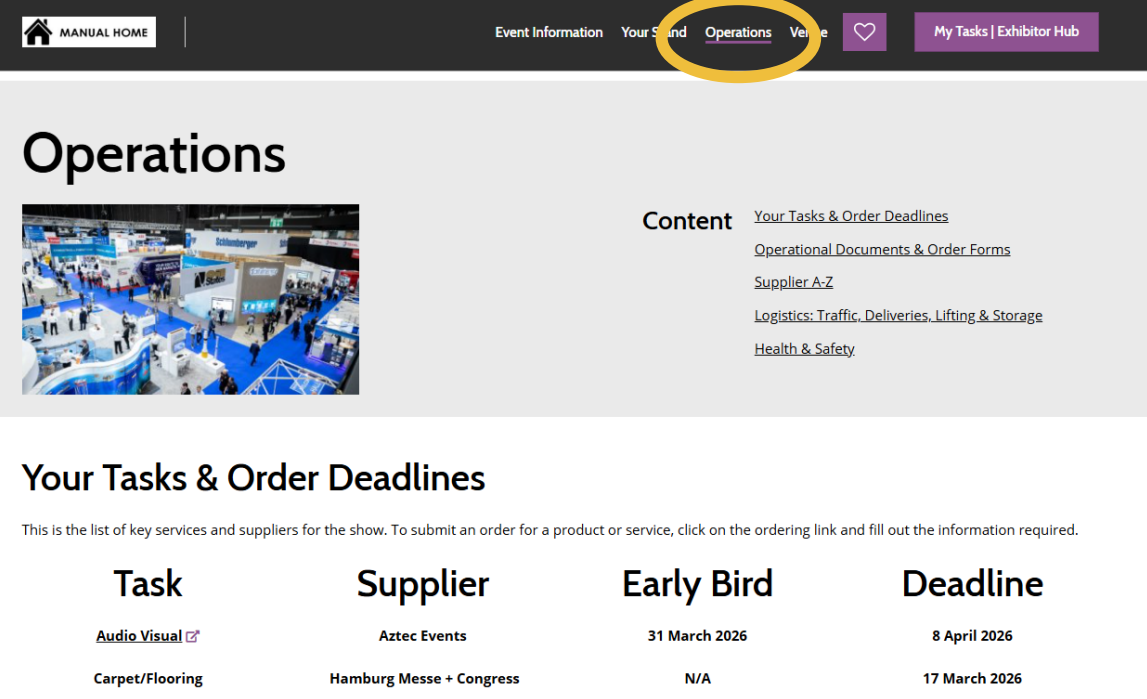
Shell Scheme Stands

Your Tasks

Visit [Operations](#) in the exhibitor manual to view your tasks and order forms.

Priority Tasks and Order Deadlines:

- Early Access/ Late Work Request: 10th February
- Shell Scheme [Furniture Package](#) Order: 10th March
- Stand Information Form: 16th March
- Stand Catering Form: 16th March
- Shell Scheme Additions: 17th March




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- [Operational Documents & Order Forms](#)
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- [Logistics: Traffic, Deliveries, Lifting & Storage](#)
- [Health & Safety](#)

Your Tasks & Order Deadlines

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Task	Supplier	Early Bird	Deadline
Audio Visual 	Aztec Events	31 March 2026	8 April 2026
Carpet/Flooring	Hamburg Messe + Congress	N/A	17 March 2026

Drinks Zone

Stand information



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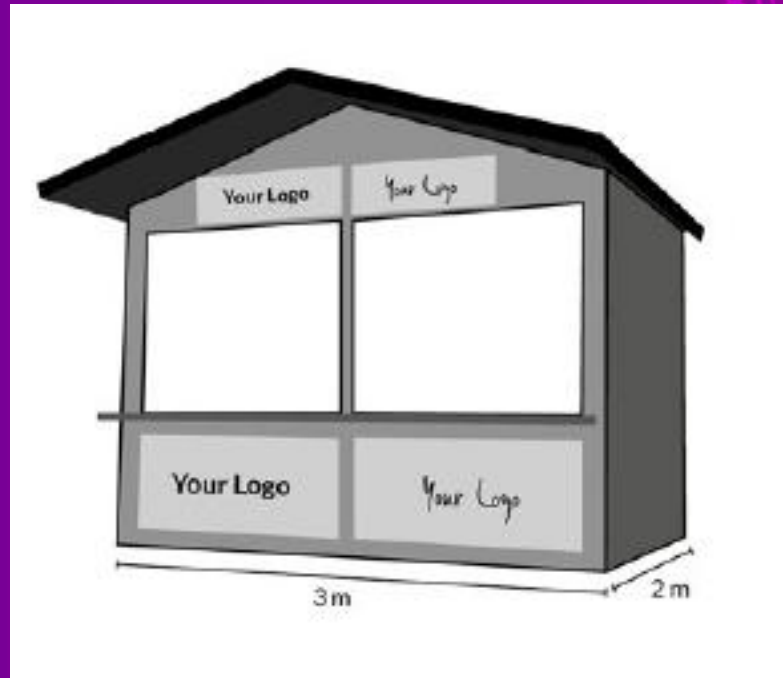
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Drinks Hut

Drinks Hut

What's included in your Drinks Hut:

- Drinks zone located opposite VIP Lounge
- One log cabin (shared by two companies/brands)
- X1 socket
- Black and white branding of logo for above and below hut.
- Cleaning



Drinks Hut

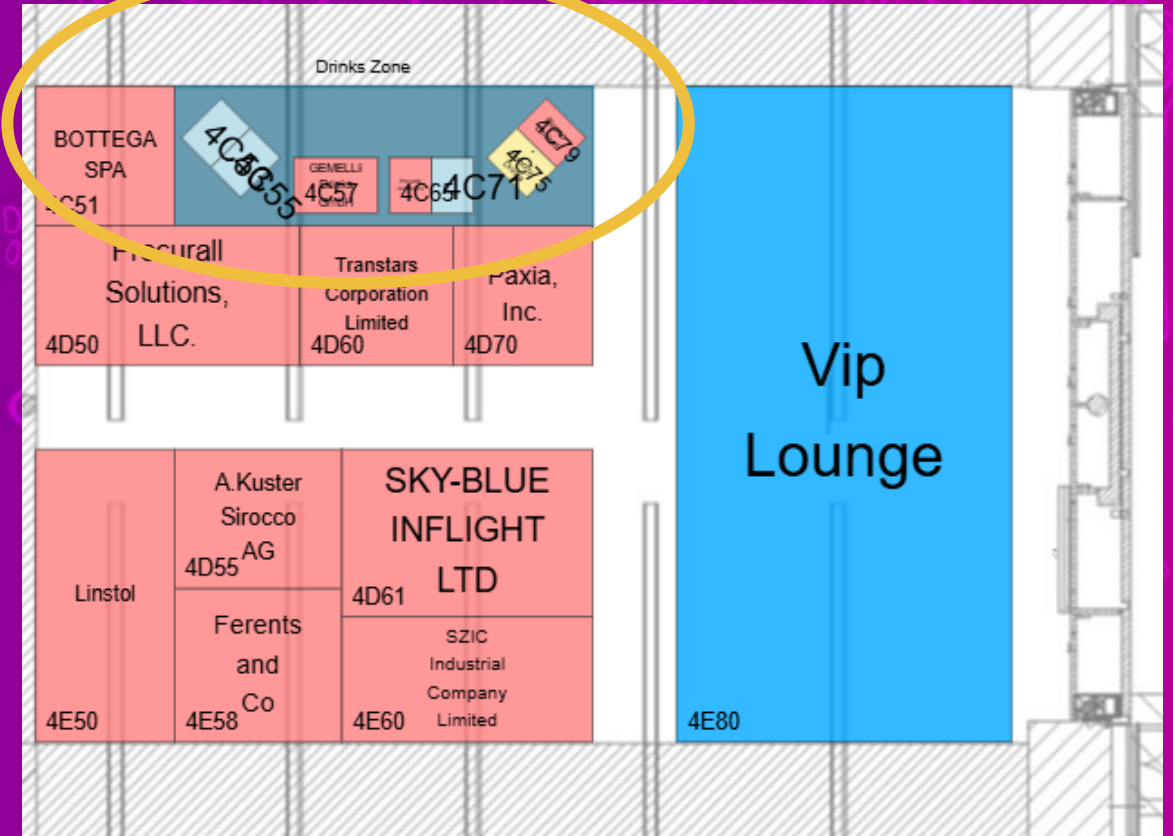
Your Tasks

Visit [Operations](#) in the exhibitor manual to view your tasks and order forms.

Priority Tasks and Order Deadlines:

- Stand Catering Form: 16th March
- Artwork /Logo Upload: 13th March

The Operations team will be in touch for your artwork specifications and to answer further questions around your drinks hut.



Tips

Vendor Portal

page

logistic enquiries, please reach out to official logistic provider,

rt purposes. You can request your own EORI number by

y. More details can be found under the [logistic section](#)

Useful Links

If there is anything you're unsure about, please don't hesitate to reach out to a member of the team. We've put all links to the relevant web pages in the video description, and you can also download this presentation.

General Event

Customer Services

For any initial questions or guidance

- [Customer Service form](#)

Customer Success Team

For in-depth support including operational, lead manager tools and your exhibitor profile, look out for a welcome email from your Customer Success representative.

Exhibitor Portal

Frequently Asked Questions

- [Visit Exhibitor FAQ page](#)

Prepare to Exhibit Page

Your bible for all exhibiting information

- [Visit the Prepare to Exhibit page](#)

Useful Links

Marketing

Marketing Chat

Let our marketing team guide you through the free marketing and PR opportunities over a short video call.

- [Book a Marketing Chat](#)

PR & Marketing Guide

A downloadable guide to view all free tools in one place.

- [Visit the 'Prepare to Exhibit' page to download](#)

Guide to Getting Onboard

- [Download the full PDF report](#)

Operations

Exhibitor Manual

Covering everything you need to build your booth.

- [Exhibitor Manual](#)

Stand Submission Form

- [Operations Documents and Order Forms](#)

