



The ultimate guide to exhibiting

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

World Travel Catering
& Onboard Services[®]

EXPO | 6 - 8 JUNE 2023
HAMBURG, MESSE

For more information please visit www.worldtravelcateringexpo.com

Exhibiting at WTCE made easy by following this guide.

This guide will help you work out the best path for event success so that you can get organised quickly before the show!

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

Customer Services Helpline
Tel: +44 (0) 208 271 2181
[Enquire online](#)

STEP 1



GET UP AND RUNNING IN SIXTY MINUTES!

1. Check if you have received your [Exhibitor Portal](#) login details and password emailed to you from WTCE. If you haven't received them, please contact [Customer Services](#) or click the 'Forgotten Password' link on the Portal login page.
2. Visit the [Exhibitor Portal](#) to fill out your exhibitor profile, product categories, upload products and more! Make sure you add in as much as possible and take full advantage of the FREE exposure.
3. Follow all of [WTCE's social media channels](#), LinkedIn, Twitter, Facebook and Instagram. Don't forget to use #WTCE when you post.
4. Bookmark the '[Guide to Exhibiting](#)' on the event website. This is your go-to resource for the most up to date information for organising your participation at WTCE 2023.
5. Take a deep breath, make yourself a tea/ coffee and pat yourself on the back - you've just made it through the first hour.
6. Make sure you [check the floorplan](#) to see where you're located, who is around you and where the organiser's office is.

STEP 2



FOCUS ON WHAT YOU WANT TO ACHIEVE

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

Develop leads

Network

Have meetings with current suppliers or buyers

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

Sales



STEP 3

€ \$ £ A FIVE MINUTE BUDGET 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.



STEP 4

SPONSORSHIP

Don't forget to take out sponsorship to maximise our exposure before and at the show.

[Click here](#) to find out more about sponsorship and advertising.

STEP 5

SMARTSPACE: LET US BUILD YOUR STAND



The show offers SmartSpace, the stand design and build service from RX Global, with solutions ranging from modular packages to high end bespoke builds.

Phone the SmartSpace team on +44 (0)20 8910 7193 or for more information [click here](#).

TOP TIP

Your stand designers from WTCE SmartSpace will be able to help you complete all the health and safety paper work so drop them a line.

STEP 6

PULL IN BUYERS THROUGH STAND ENGAGEMENT

There is no point having a stand and not having anything to engage visitors with, so make sure you create interest and engagement on your stand.

Successful ideas can include:

- Competitions
- Food samples
- Leaflets
- Promotional items
- Demonstrations

TOP TIP

Be creative - it doesn't necessarily have to cost a lot to be effective

STEP 7

WTCE CONNECT Launching in March 2023

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

All 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

[Find out more here](#) ►

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STEP 8



MARKETING AND PR TOOLS

- **Get in involved in WTCE On Air:** We're inviting all exhibitors to share their company and product news, as well as what you'll be showcasing on your stand in June.

This content will be used in our marketing & PR campaign, plus five winners will receive a special promotional package including pre-show coverage and onsite interview.

[Find out more and share your news here ▶](#)

- **Download Logos and Banners:** Use the branded assets to promote your attendance at the show on social media, your website and emails.

[Download here ▶](#)

- **Get Social:** Make sure you follow all of our social accounts, tag us or use the hashtag #WTCE and we'll share the best news with our 4,000 onboard buyers.

[View our social accounts here ▶](#)



STEP 9



SEND A STAFF EMAIL...

Get your colleagues involved, send them an email...

Dear All,

We are exhibiting at WTCE, 6-8 June 2023. To promote our presence and maximise our exhibiting success, you can support by doing the following things.

- Add the show dates and our stand details on your email signatures. You can also add the event logo and banners which can be found here:

[Download here ▶](#)

- If you are attending the show please let all your contacts know through a personal email or by sharing on LinkedIn.
- If you are registered as stand staff, you can find registered buyers and schedule meetings during the show using WTCE Connect.
- Marketing Team - invite relevant database to contacts to meet us at the show, using our unique URL (instructions in step 10)

Thank you,
(insert your details here)

STEP 10



INVITE YOUR CUSTOMERS

Ensure your company is front of mind for your potential and current customers, by inviting them directly to meet you at WTCE.

We offer a selection of customised assets, featuring your company name and stand number, that you can use to promote your attendance to your database.

NEW for 2023: Use the personalised invitation link in the Exhibitor portal, and you can view exactly how many of your contacts, and WHO has registered to attend using your invite. Meaning that you can reach out in advance and start booking meetings right away!

WTCE Tracked Invites opens in March 2023



STEP 11



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:

AV	Lighting
Registered for exhibitor badges	Arranged parking and travel
Reviewed lead capture plans	Followed our WTCE social accounts
Electrics	Staff rota
Email clients and prospects	Stand design/graphics
Flooring	Stand engagement
Furniture	Completed company profile
Book Hotels	Download the app
Insurance	

TOP TIP

A couple of days before the show contact all your suppliers to make sure that the orders are progressing and on time.

- Registered all staff badges
- Download the app

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STEP 12



USEFUL LINKS

- ▶ [Customer Service Helpline](#)
- ▶ [Exhibitor Portal](#)
- ▶ [Exhibitor Manual - launching Spring 2023](#)
- ▶ [2023 Floorplan](#)
- ▶ [WTCE Connect](#)
- ▶ [Exhibitor faqs](#)
- ▶ [Register your stand staff badges - launching Spring 2023](#)
- ▶ [Meet the team](#)
- ▶ [Book hotels](#)

ENJOY THE SHOW!

