



BENEFITS OF SPONSORSHIP

Each of our sponsorship opportunities is designed to give your business the best chance to excel at **World Travel Catering and Onboard Services Expo (WTCE)**. To help you decide which is best for you, look for the following icons displayed on each product page.



Brand awareness

Brand awareness

Get your brand / products out to raise awareness and engagement



Drive engagement

Drive engagement

The opportunity to interact online and build relationships with existing and prospective clients



Create a real impact

Create a real impact

This activity gives you the ideal platform to interact with and demonstrate your expertise to countless prospects in a short period of time



High visibility

High visibility

This denotes an opportunity that will really make you stand out



Lead generation

Lead generation

Generate enquiries from our qualified audience of travel catering and onboard services professionals



Product promotion

Product promotion

This type of opportunity will ensure your product showcase or launch gets noticed



Targeted audience

Targeted audience

Reach a specific segment of our professional travel catering and onboard services community



Thought leadership

Thought leadership

Be recognised as authority and expert in your field over and above your competition



Reach the WTCE community now

World Travel Catering
& Onboard Services®

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

After a difficult 2020, airlines, rail operators and the whole onboard services industry will be looking for new innovations and products to win back passengers and enhance their customer experiences. Our audience is looking for solutions to the challenges they are facing today.

Here is a selection of our sponsorship opportunities we recommend if you would like to reach the WTCE community today:

- **WTCE Content Hub** – with various content & advertising packages available there is an opportunity for all budgets
- **Remarketing** – target the WTCE website visitors with your advertising as they browse the internet
- **Email sponsorship** – send your product details straight to our audience's inbox
- **Webinar** – sponsor a PEC Virtual Series webinar or host your own webinar to showcase your company as a thought leader, review the challenges facing the industry and how your product provides the solution

An engaged community



WTCE Website Stats (Jan.2019- Jan.2020)

- **59,539** Unique Visitors per year on the WTCE website
- 252,258 Unique Page Views per year on the WTCE website
- 00:03:54 Avg. Session Duration on the WTCE site
- 00:01:24 Average Time on Page
- 3.74 Average Pages per Session



Email Recipients

- **8,000+** Email database of prospect passenger experience and onboard service professionals from airlines, trains and cruise liners, emailed content on a monthly basis



Webinar Watchers

(PEC Virtual Series: 14x webinars across summer/Autumn 2020)

- **3,413** Unique Viewers on the PEC Virtual Series webinars
- 3,373 Pre-registered to view
- 2,380 Channel Subscribers



Social Networks

- **4,054** followers across our **LinkedIn, Facebook, Twitter, Instagram & YouTube** channels, engaged across daily and weekly postings of content



Brand awareness



Product promotion



Lead generation



High visibility



Targeted audience



Create a real impact



Drive engagement



Thought leadership



What's on offer

World Travel Catering[®]
& Onboard Services

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

Before the show

- [Registration Package Upgrades](#)
- [Digital marketing opportunities](#)
- [Physical promotional opportunities](#)

During the show

- [Digital promotions](#)
- [Onsite promotional items](#)
- [Signage](#)
- [Features & Points of Interest](#)

Combined Product Packages



OPPORTUNITIES AT A GLANCE

World Travel Catering
& Onboard Services

EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

Opportunity	Availability	Benefits								Type	Cost
		 Brand awareness	 High visibility	 Drive engagement	 Lead generation	 Create a real impact	 Thought leadership	 Targeted audience	 Product promotion		
PRE-SHOW											
Digital Marketing Opportunities											
Registration Upgrades	Multiple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	From €405
Website Banners	Multiple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Digital Branding	From €395
What's New Onboard Online	Multiple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	€950
Sponsored WTCE Email	Limited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	€2,055
Exclusive branded Email	2 available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Digital Content	€3,605
Remarketing	Multiple	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	From €3185
Standard Digital Package	Multiple	<input type="checkbox"/>							<input type="checkbox"/>	Digital Branding	€1,350
Deluxe Digital Package	Limited	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	€2,650
Prestige Digital Package	Limited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Digital Branding	€7,250
Countdown Clock	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Digital Branding	€5,100
Mobile App Sponsor	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Digital Branding	€7,210
Physical Sponsorship Opportunities											
VIP Badge Direct Mailer	Exclusive	<input type="checkbox"/>				<input type="checkbox"/>			<input type="checkbox"/>	Physical Branding	€5,400



OPPORTUNITIES AT A GLANCE

World Travel Catering
& Onboard Services

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

Opportunity	Availability	Benefits								Type	Cost
		Brand awareness	High visibility	Drive engagement	Lead generation	Create a real impact	Thought leadership	Targeted audience	Product promotion		
DURING THE SHOW											
Digital Promotions											
WTCE TV Sponsor	2 available	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Digital Content	€7,250
WTCE TV Interview	19 available	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Digital Content	€950
WTCE TV Advert	Limited	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Digital Branding	€500
Digital Signage Advert	5 available	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Digital Branding	€790
Mobile App Push Notifications	6 available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Digital Branding	€1,290
Wi-Fi Sponsor – A Halls	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>							Digital Branding	P.O.A
Onsite Promotional Items											
VIP Bag sponsor	Exclusive	<input type="checkbox"/>				<input type="checkbox"/>			<input type="checkbox"/>	Physical Branding	SOLD
Product Insert in VIP Sample Bag	20 available	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Product Placement	€780
Visitor Bag Sponsor	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Physical Branding	SOLD
Lanyards	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Physical Branding	€10,900
Visitor Badges	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Physical Branding	€5,368
Floorplan/You are here boards	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						Physical Branding	€8,800
Show Route Planner	Limited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					<input type="checkbox"/>	Physical Branding	From €1,575



OPPORTUNITIES AT A GLANCE

World Travel Catering & Onboard Services®

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

Opportunity	Availability	Benefits								Type	Cost
		 Brand awareness	 High visibility	 Drive engagement	 Lead generation	 Create a real impact	 Thought leadership	 Targeted audience	 Product promotion		
DURING THE SHOW											
Features & Points of Interest											
Registration Sponsor	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Digital/Physical	SOLD
VIP Buyers Lounge	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	Physical Branding	€8,600
What's New Onboard	Limited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Product Promotion	€1,350
What's New Onboard – Premium	10 available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Product Promotion	€2,100
Central Entrance Hospitality	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Product Placement	€7,725
Seating Area	4 available	<input type="checkbox"/>	<input type="checkbox"/>							Physical Branding	€3,836
Atrium Seating Area	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>							Physical Branding	€6,390
Spotlight on Travel Apparel	8 Available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Product Promotion	€1,000
ToT Food Sampling & Networking	3 available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	Product Pitch/Tasting	€3,295
ToT Theatre Hospitality	Exclusive	<input type="checkbox"/>						<input type="checkbox"/>	<input type="checkbox"/>	Product Placement	€2,500
Official Drinks Sponsor	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>			<input type="checkbox"/>	Product Placement	SOLD
Product Takeoff Pitch	Limited	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Product Pitch/Tasting	€POA



OPPORTUNITIES AT A GLANCE

World Travel Catering
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EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

Opportunity	Availability	Benefits								Type	Cost
		 Brand awareness	 High visibility	 Drive engagement	 Lead generation	 Create a real impact	 Thought leadership	 Targeted audience	 Product promotion		
DURING THE SHOW											
Onsite Signage											
Outside Flags	Exclusive	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Physical Branding	€10,500
Cube Outside Central Entrance	4 Available	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				Physical Branding	€3,950
Glass Door Branding	Exclusive	<input type="checkbox"/>								Physical Branding	€6,500
Directional Carpet Tiles – Atrium	Limited	<input type="checkbox"/>								Physical Branding	€2,200
Carpet Tiles	Limited	<input type="checkbox"/>							<input type="checkbox"/>	Physical Branding	From €695
Bathroom Signage	Exclusive	<input type="checkbox"/>							<input type="checkbox"/>	Physical Branding	€3,145
Combined Product Packages											
NEW Product – Highlight Package	Limited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Physical/Digital	€2,250
Product Highlight Package	Limited	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	Physical/Digital	€1,500



BEFORE THE SHOW

Digital Marketing Opportunities

- [Registration Package upgrades](#)
- [Website Banners](#)
- [Sponsored WTCE Email](#)
- [Exclusive Branded Email](#)
- [What's New Onboard Online](#)
- [Remarketing](#)
- [Standard Digital Product Package](#)
- [Deluxe Digital Product Package](#)
- [Prestige Digital Product Package](#)
- [Countdown Clock](#)
- [Mobile App Sponsor](#)

Physical Promotional Opportunities

- [VIP Badge Mailer](#)



Registration Package Upgrades

94% of WTCE attendees research who they want to meet before the event. Highlight your brand before WTCE 2021 to catch the eye of more visitors and key buyers, and increase your chances of making it on their “must visit” list.

World Travel Catering & Onboard Services®

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HAMBURG, GERMANY

Maximise your pre-show visibility

Stand out Pre-show & at show

Bronze
[Mandatory Reg Package]
<ul style="list-style-type: none"> Company profile: includes Company Logo, Company Name, Categories, Stand Number, & Description
€405

Silver
Receive 20% more profile Views than Bronze listing
<ul style="list-style-type: none"> Bronze Registration package
+
<ul style="list-style-type: none"> Highlighted listing in the exhibitor search summary Add your contact details to your profile
Only 50 available
€1,075

Gold
Receive 50% more profile views than Bronze listing
<ul style="list-style-type: none"> Bronze Registration package
+
<ul style="list-style-type: none"> Premium features Scrolling banner on the website homepage Your listing pinned to the top of your chosen product category Highlighted listing in the exhibitor search summary
Only 20 available
€1,455

Business Class	
Increase your brand’s visibility both pre show and at WTCE 2021 to get more out of your investment	
With SILVER Registration package	With GOLD Registration package
+	+
<ul style="list-style-type: none"> WTCE TV interview, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted on social media Social media promotion 	<ul style="list-style-type: none"> WTCE TV interview, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted on social media Social media promotion
Only 25 available	Only 25 available
€1,950	€2,330

First Class	
The ultimate visibility booster to help you stand out as a key player in the industry	
With SILVER Registration package	With GOLD Registration package
+	+
<ul style="list-style-type: none"> WTCE TV interview, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted on social media Event app push notification Your digital advert displayed on rotation on iWalkers. Your advert showcased walking around the exhibition to maximise Visibility 	<ul style="list-style-type: none"> WTCE TV interview, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted on social media Event app push notification Your digital advert displayed on rotation on iWalkers. Your advert showcased walking around the exhibition to maximise Visibility
Only 10 available	Only 10 available
€3,350	€3,730



Registration Package Upgrades

94% of WTCE attendees research who they want to meet before the event. Highlight your brand before WTCE 2021 to catch the eye of more visitors and key buyers, and increase your chances of making it on their “must visit” list.

World Travel Catering & Onboard Services[®]

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

Maximise your pre-show visibility

Stand out Pre-show & at show

Package upgrades	Bronze [Mandatory Reg Package]	Silver	Gold	Business Class		First Class	
				Silver	Gold	Silver	Gold
		Receive 20% more profile views than Bronze listing	Receive 50% more profile views than Bronze listing	Increase your brand’s visibility both pre show and at WTCE 2021 to get more out of your investment		The ultimate visibility booster to help you stand out as a key player in the industry	
Company profile: includes Company Logo, Company Name, Categories, Stand Number, & Description	✓	✓	✓	✓	✓	✓	✓
Highlighted listing in the exhibitor search summary		✓	✓	✓	✓	✓	✓
Contact details in search: Your contact details visible in exhibitor search summary		✓	✓	✓	✓	✓	✓
Product visuals displayed in search results		✓	✓	✓	✓	✓	✓
Category Filter: Your listing pinned to top of your chosen product category filter			✓		✓		✓
Homepage banner: Scrolling banner on website homepage			✓		✓		✓
Social media promotion: 1 post across all WTCE channels				✓	✓		
WTCE TV interview at show				✓	✓	✓	✓
Event app push notification at show						✓	✓
iWalkers – digital walking advert at show						✓	✓
		Only 50 available	Only 20 available	Only 25 available	Only 25 available	Only 10 available	Only 10 available
	€405	€1,075	€1,455	€1,950	€2,330	€3,350	€3,730



BRONZE Registration Package

Every exhibitor will have a good representation on our directory

BRONZE is a mandatory digital registration package for all exhibitors which includes the following on the directory:

- Company Logo
- Company Name
- Categories
- Stand Number
- Description

World Travel Catering & Onboard Services EXPO | 31st Aug - 2nd Sep 2021 | Hamburg Messe, Germany

Exhibitor Directory

Filter

Geographical Regions where products can ...

Products and services offering at the event

Showing 174 exhibitors

10X INNOVATION

10X Innovation GmbH & Co. KG Stand: 1G101

France, Germany, United Arab Emirates, United Kingdom, United States, ...

Description

10X Innovation is the Melitta Group's start-up incubator. Its task: to conquer new markets with new ideas. Founded in 2018, the operating division analyzes and specifies...

4700BC Popcorn Stand: 1G64

China, EMEA, France, Germany, Italy, Singapore, Turkey, United Arab Emir...

Description

4700BC Popcorn is a Popcorn brand, providing innovative and Gourmet, popcorn product. It has presence across India and multiples countries across. The company has...

Price: €405

Exhibitors can upload:

- Cover photo
- Company Logo
- Social Media Links
- Contact Address
- Website link
- Phone and Email
- Company Description
- Why Visit Our Stand
- Brands they represent
- Upload Products with images
- Upload document

World Travel Catering & Onboard Services®

EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

World Travel Catering & Onboard Services EXPO | 31st Aug - 2nd Sep 2021 | Hamburg Messe, Germany

About Visit Exhibit 2021 Exhibitors What's on Help

Monty's Bakehouse

Stand: 1C20

FOLLOW US

Facebook Twitter LinkedIn Instagram

EMAIL

ideas@montysbakehouse.co.uk

PHONE

+44 1342894730

ADDRESS

Orchard Barn, Priory Farm,
Sandly Lane,
South Nutfield
Surrey
RH11 4EJ
United Kingdom

Description

We're a leading light when it comes to handheld snacks to the travel industry, specialising in bake-in packs, hot snacks, thaw & serve, bakery, Viennoiserie and ambient snack solutions. We are a global food distributor and have an extensive and pioneering knowledge on global cuisines and recipes, sure to suit all markets! Come along and visit us on stand 1C20, and taste our delicious range of products, which we will be handing out through out the show!

Countries

Australia Canada China EMEA France Germany Spain United Arab Emirates United Kingdom United States

Products and services

Pre-prepared Meats/Sandwiches Savoury Snacks Logistics/Transport

Gallery of products and services

Lattice Pastry Hot Boxes Frittata

Previous Next



SILVER Registration Package

Silver delivers a rich compelling directory listing

World Travel Catering
& Onboard Services®

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

SILVER includes on the directory:

- Company Logo
 - Company Name
 - Categories
 - Stand Number
 - Description
 - **Product visuals displayed in search results**
 - Why Visit Our Stand
 - Brands
 - **Website**
 - **Email**
 - **Phone**
- Visitors can contact the exhibitor from the Directory

Listing is **2x** the size of a bronze package, if product visuals are shown

Price: €1,075
only 50 available

World Travel Catering & Onboard Services EXPO

31st Aug - 2nd Sep 2021
Hamburg Messe, Germany

About Visit Exhibit 2021 Exhibitors What's on Take part

Exhibitor Directory

Filter Search

Showing 174 exhibitors

10X Innovation GmbH & Co. KG Stand: 1G101
France, Germany, United Arab Emirates, United Kingdom, United States, ...
Description
10X Innovation is the Melitta Group's start-up incubator. Its task: to conquer new markets with new ideas. Founded in 2018, the operating division analyzes and specifies...

Asia Europe Trade Co sa Stand: 4F77
China, CMEA, France, Germany, Israel, Japan, Taiwan, United Arab Emirates, ...
Description
Asia Europe Trade is based in Belgium and developing its travel retail department and offering various kind of products. You want to add a nice touch to your catering...

View all 18 products

Mignonnettes (Côte d'Or) Classic 24pcs Box Milka Mini

Visitors can contact the exhibitor from the Directory



GOLD Registration Package

The Gold package has the best opportunity for exposure

World Travel Catering & Onboard Services®

EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

Gold includes all the benefits of Silver on the directory:

- Company Logo
 - Company Name
 - Categories
 - Stand Number
 - Description
 - **Product visuals displayed in search results**
 - Why Visit Our Stand
 - Brands
 - **Website**
 - **Email**
 - **Phone**
- Visitors can contact the exhibitor from the Directory

PLUS

- **Filter Sponsorship to appear above all other exhibitors for a specific search filter**
- **Homepage Feature (carousel presenting either products or company information)**

Price: €1,445
only 20 available

World Travel Catering & Onboard Services
EXPO

31st Aug - 2nd Sep 2021
Hamburg Messe, Germany

About Visit Exhibit 2021 Exhibitors What's on [Take part](#)

Exhibitor Directory

Filter

- Healthy Food (31)
- Meat/Fish/Poultry (24)
- Pre-prepared Meals/Sandwiches (29)
- Savoury Snacks (29)
- Special Diets/Allergies (25)
- Sweet Snacks (29)**

Premium

Barilla G. & R. Fratelli Stand: 1A31

Asia, Australia, Canada, China, EMEA, Italy, Japan, Russian Federation, Singapore...

Description
Barilla, founded in 1877, is the family owned leading Italian company in the production of semolina pasta and ready-made sauces. As Global Market Leader, Barilla introduces...

[Website](#)
[Email](#)

View all 11 products

- Mulino Bianco - Cornetti Apricot
- Mulino Bianco - Cornetti Chocolate
- Mulino Bianco - Biscotti

World Travel Catering & Onboard Services
EXPO

31st Aug - 2nd Sep 2021
Hamburg Messe, Germany

About Visit Exhibit 2021 Exhibitors What's on [Take part](#)

- GXFLIGHT** BOOTH 4083
- Wallsun** Booth: 1070
- Barilla** MASTERS OF PASTA
Find us at **Hall 1 | Booth A131**



BUSINESS CLASS - SILVER Registration Package

World Travel Catering & Onboard Services®

EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

Increase your brand's visibility both pre show and live at WTCE 2021 to get more out of your investment

BUSINESS CLASS SILVER includes all the benefits of SILVER registration package on the directory:

- Company Logo
 - Company Name
 - Categories
 - Stand Number
 - Description
 - Why Visit Our Stand
 - Brands
 - **Product visuals displayed in search results**
 - **Website**
 - **Email**
 - **Phone**
- Visitors can contact the exhibitor from the Directory

PLUS (live at WTCE)...

- A **WTCE TV interview**, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted across WTCE social media channels.
- **Social media promotion** through our WTCE social media channels 1x sponsored post on each of our channels (Facebook, Twitter, LinkedIn, Instagram). This includes a short description of your company or product, logo or product image and a link to your exhibitor page or company website.

Price: €1,950
only 25 available



Exhibitor Directory

Filter

- Geographical Regions where products can ...
- Products and services offering at the event

Premium

Asia Europe Trade Co sa

Stand: 4F77

China ,EMEA,France ,Germany ,Israel ,Japan ,Taiwan ,United Arab Emirat...

Description

Asia Europe Trade is based in Belgium and developing its travel retail department and offering various kind of products. You want to add a nice touch to your catering...

Website

Email

+32 42533542

View all 18 products

Classic 24pcs Box

Milka Mini

Visitors can contact the exhibitor from the Directory





BUSINESS CLASS - GOLD Registration Package

World Travel Catering & Onboard Services®

EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

Increase your brand's visibility both pre show and live at WTCE 2021 to get more out of your investment

BUSINESS CLASS GOLD includes all the benefits of GOLD registration package on the directory:

- Company Logo
 - Categories
 - Description
 - Brands
 - Product visuals displayed in search results
 - Website
 - Email
 - Phone
 - Company Name
 - Stand Number
 - Why Visit Our Stand
- Visitors can contact the exhibitor from the Directory

- Filter Sponsorship to appear above all other exhibitors for a specific search filter
- Homepage Feature (carousel presenting either product or company information)

PLUS (live at WTCE)...

- A **WTCE TV interview**, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted across WTCE social media channels.
- **Social media promotion** through our WTCE social media channels 1x sponsored post on each of our channels (Facebook, Twitter, LinkedIn, Instagram). This includes a short description of your company or product, logo or product image and a link to your exhibitor page or company website.

Price: €2,330
only 25 available

The image shows a collage of promotional materials for the WTCE EXPO. At the top is the website's 'Exhibitor Directory' for Barilla G. & R. Fratelli, featuring a filter menu with categories like 'Healthy Food (31)', 'Meat/Fish/Poultry (24)', 'Pre-prepared Meals/Sandwiches (29)', 'Savoury Snacks (29)', 'Special Diets/Allergies (25)', and 'Sweet Snacks (29)'. The main display shows the Barilla logo, company name, and a description of their products, including 'Mulino Bianco - Cornetti Apricot', 'Mulino Bianco - Cornetti Chocolate', and 'Mulino Bianco - Biscotti'. Below this are three smaller product images. To the right, there's a 'Premium' badge and contact information for Stand 1A31. At the bottom of the website screenshot, there's a carousel of exhibitor features, including 'GXFLIGHT' (Booth 4DB3), 'Wallsun' (Booth 1D70), and a Barilla feature for 'MASTERS OF PASTA' in Hall 1 | Booth A131. On the left, a photo shows a woman at a food booth. On the right, a screenshot of a Twitter post shows a video of the same woman at the booth, with a 'Tweet' button at the bottom.



FIRST CLASS - SILVER Registration Package

The ultimate visibility booster to help you stand out as a key player in the industry

World Travel Catering & Onboard Services®

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HAMBURG, GERMANY

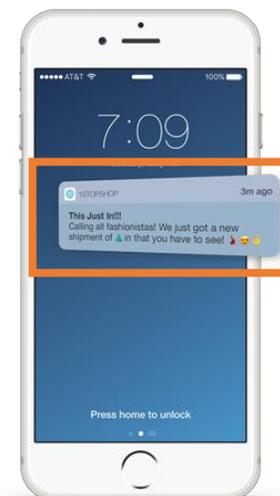
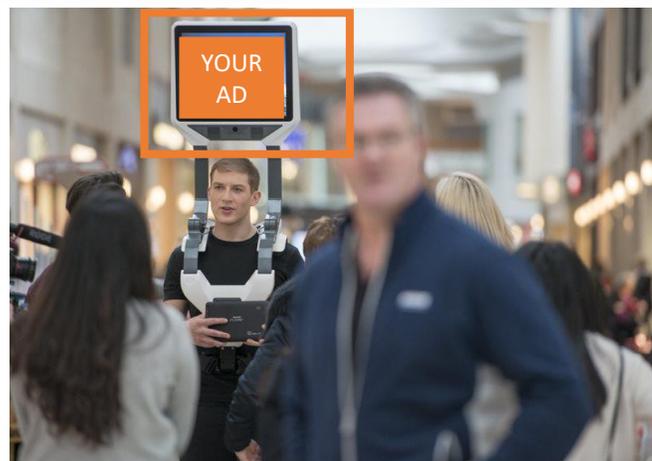
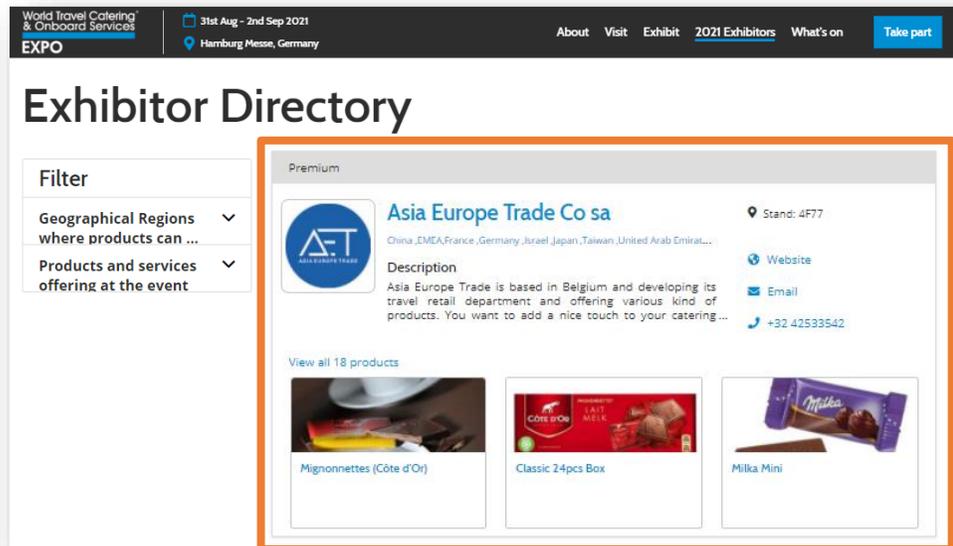
FIRST CLASS SILVER includes all the benefits of SILVER registration package on the directory:

- Company Logo
- Company Name
- Categories
- Stand Number
- Description
- Why Visit Our Stand
- Brands
- Product visuals displayed in search results
- Website
- Email
- Phone

PLUS (live at WTCE)...

- A **WTCE TV interview**, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted across WTCE social media channels.
- Your message sent to all event app users via **push notification**
- Your **digital advert displayed on rotation on iWalkers**. Your advert showcased walking around the exhibition to maximise visibility

Price: €3,550
only 10 available





FIRST CLASS - GOLD Registration Package

The ultimate visibility booster to help you stand out as a key player in the industry

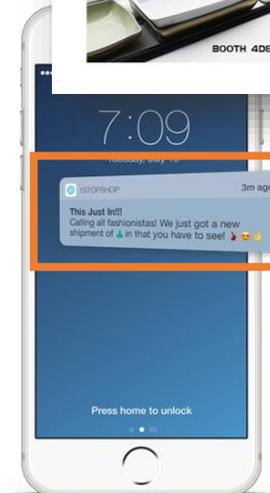
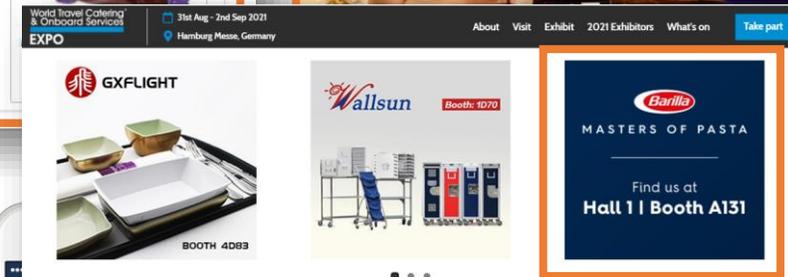
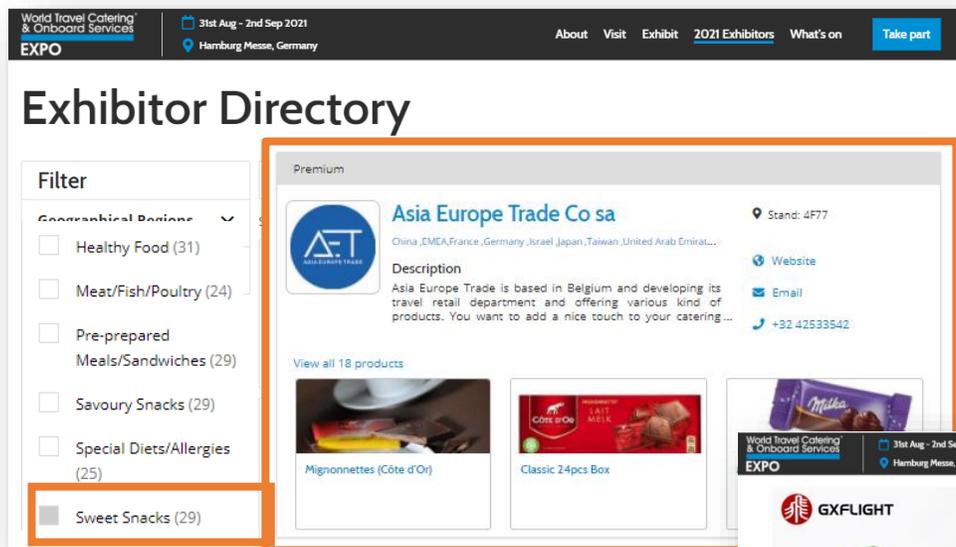
FIRST CLASS GOLD includes all the benefits of GOLD registration package on the directory:

- Company Logo
- Company Name
- Categories
- Stand Number
- Description
- Why Visit Our Stand
- Brands
- Product visuals displayed in search results
- Website
- Email
- Phone
- Filter Sponsorship to appear above all other exhibitors for a specific search filter
- Homepage Feature (carousel presenting either product or company information)

PLUS (live at WTCE)...

- A WTCE TV interview, filmed onsite, edited & showcased on screens around the venue, published on the official WTCE YouTube channel and promoted across WTCE social media channels.
- Your message sent to all event app users via **push notification**
- Your **digital advert displayed on rotation on iWalkers**. Your advert showcased walking around the exhibition to maximise visibility

Price: €3,730
only 10 available



World Travel Catering & Onboard Services[®]
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Website Banners

What are you getting?

- Place your business front and centre on the WTCE website with a banner that will be seen by thousands of site visitors every month
- Choose your banner position and on which page to display it
- Link the banner directly to your exhibitor profile or to your company website

What are the benefits?

Brand Exposure:

Be at the forefront of visitors' minds by promoting your product or brand on the WTCE website as they plan their visit.



High visibility

Your advert will be seen thousands of times as visitors browse the website to engage with the event.

Build Brand and Product Awareness:

Link to your directory profile or product where visitors can get more information and send you a message or meeting invite.



Brand awareness

Reach a Targeted Audience:

Make sure your product is seen by key decision makers from the global airline industry.

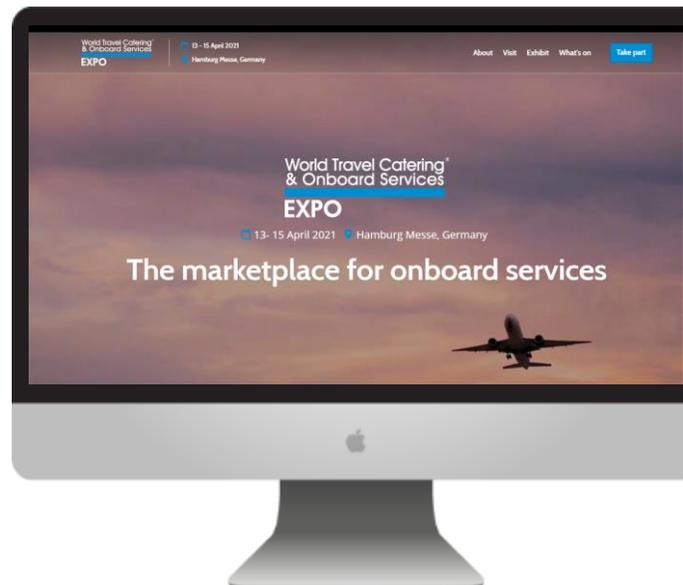


Targeted audience



Lead generation

[See Price List](#)



No.	Name	Size
A	Billboard	970 x 250px
B	Super leader board	970 x 90px
C	Medium rectangle (inline)	300 x 250px
D	Leaderboard	Desktop 728 x 90px Mobile 320 x 50px or 320 x 100px

All banners will be responsive. Inline with the content ensuring visibility of ads across channels.

What we will need from you

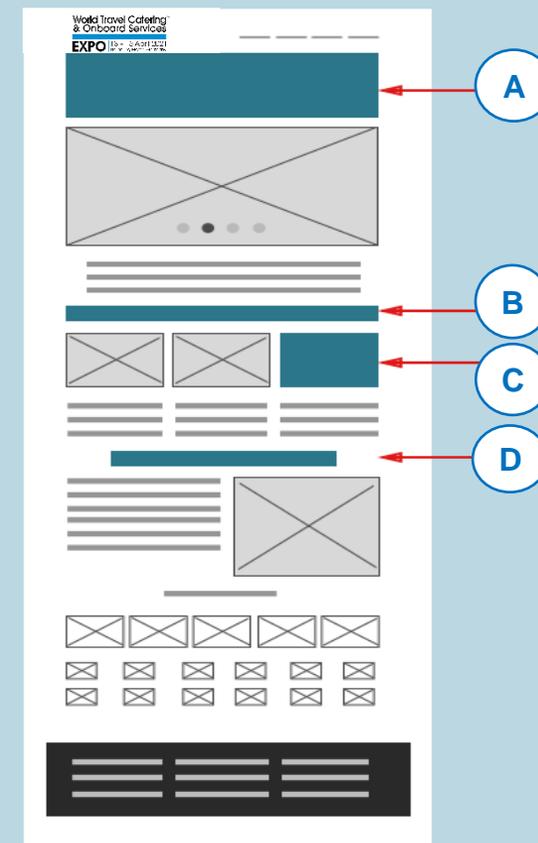
Sizes of each banner is noted above and on the pricing pages.

Static JPEG or animated GIF file format – 80kb or smaller.

Choose to link to either your exhibitor profile or a page on your website.

World Travel Catering & Onboard Services

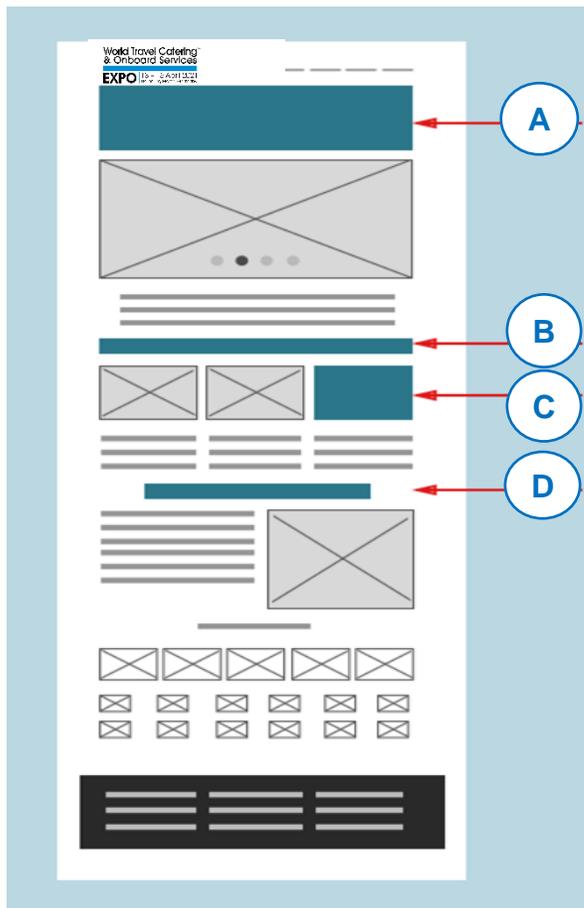
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Website Banners: Price List

Product	Description	Spec	Price (€)	
Homepage Banner	Billboard Banner (A) for 3 weeks	970 x 250 pixels	€3,440	
	Super Leaderboard Banner (B)	970 x 90 pixels	€2,700	
	Medium Rectangle Banner (C)	300 x 250 pixels	€2,700	
	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€1,600	
Exhibitor Directory Banner	Billboard Banner (A) for 3 weeks	970 x 250 pixels	€2,465	
	Super Leaderboard Banner (B)	970 x 90 pixels	€2,465	
Product Directory Banner	Billboard Banner (A) for 3 weeks	970 x 250 pixels	€2,390	
	Super Leaderboard Banner (B)	970 x 90 pixels	€2,390	
Exhibit Page Banner	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€395	
Visit Page Banner	Super Leaderboard Banner (B)	970 x 90 pixels	€1,600	
	Medium Rectangle Banner (C)	300 x 250 pixels	€536	
	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€395	
About Us Page Banner	Super Leaderboard Banner (B)	970 x 90 pixels	€1,600	
	Medium Rectangle Banner (C)	300 x 250 pixels	€536	
	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€395	
What's on Page Banner	Super Leaderboard Banner (B)	970 x 90 pixels	€1,600	
	Medium Rectangle Banner (C)	300 x 250 pixels	€536	
	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€395	
Venue & Travel Page Banner	Super Leaderboard Banner (B)	970 x 90 pixels	€1,600	
	Medium Rectangle Banner (C)	300 x 250 pixels	€536	IBENA
	Leaderboard Banner (D)	Desktop: 728 x 90 pixels Mobile: 320 x 50px or 320 x100px	€536	IBENA



SOLD



What's New Onboard Online

What am I buying?

- Product Highlight: Image, 50 word description and link to a document/video on the '[What's New Onboard Online](#)' section on the **WTCE Content Hub** & used in marketing promotion
- Product profile page: Full product description (300 words recommended), images, videos, PDFs and links.
- Included in a newsletter sent to WTCE database - including 1300+ airline & rail buyers - with link to you 'What's New Onboard' product page. We know that this content is the most popular among our audience, as these emails often receive the highest levels of engagement (with the highest open rates)
- Promotion across WTCE social media channels
- Your product listing will remain on the Content Hub as a product showcase (unless advised otherwise) providing prolonged brand exposure
- **Only products launched from April 2019 are eligible**

What are the benefits?

- **Product Promotion:** Communicate and present your latest product to prospect buyers before the exhibition and all year round
- **Brand Awareness:** Get your brand and new product seen by our key attendees and wider community
- **Lead Generation:** Online form or link posted at end requesting more information.

Price: €950

What we require

For the [Product highlight](#) we require:

- 1 hi-res image of the product (png. file preferred)
- A 50 word max 'summary' description of the product

This is what visitors will see first on the WTCE Content Hub, then they will click through to the fuller product profile page to learn more about your product.

For the [What's New Onboard Full Product profile](#) page you may supply:

- More product information and details (No more than 300 words recommended in total).
- Any additional product imagery, videos, press release or PDFs you'd like to include.
- Plus any links you'd like to include on the page

Social media: We require text (max 240 characters), image and a link. If you have your own accounts please share your tags/handle.

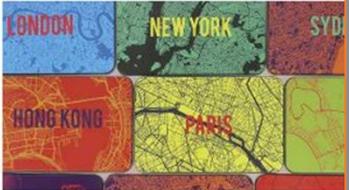


DISCOVER
NEWLY LAUNCHED PRODUCTS
AND SEE THEM AT THE SHOW

ANAIAK "art collection" showcase - stand 4A68

At WTCE we will be presenting a fresh, cutting edge and stylish range of products to indulge passenger comfort during their journey. As an eco-conscious organization, our offering includes items that have been specifically developed for the show with a particular focus on the environment. Following the current trends in "metal tin boxes", we have created an eye catching, vivid and unconventional "art collection" that will be showcased at our stand.

[Find out more](#)



Fiore di Puglia - stand 3C54

Fiore di Puglia's Gluten Free Taralli snack with extra virgin olive oil.

Fiore di Puglia's 'taralli' snack with extra virgin olive oil, now available in 35g-size gluten free and lactose free version. It represents the perfect synthesis of our 'know-how' and our attention to food intolerances. It is perfect to crunch during your break onboard, easily eatable in just one bite.

[Find out more](#)



Snackbox TO-GO - stand 1F61

At WTCE 2019 Snackbox To-Go will launch a unique new concept existing of the 2 best-sold snacks worldwide! Pizza and fries combined in a convenient, ovenable box perfect for catering during flights. The box is customizable, customers can choose the pizza flavour and replace the fries with another pizza slice.

[Find out more](#)



Kashih Food - stand 1A95

Kashih Food is launching a new innovation in Mediterranean food called Mezze. Mezze will provide a selection of hummus with various toppings, including Plain, Jalapeno, Garlic and Red chili. A full range of Mediterranean dishes are planned, which will include mezza dishes, dressings, sauces and all sorts of beans and soups. The brand was created to make the experience of eating Mezza simpler, more convenient and enjoyable. Every product tastes fresh, natural, and filled with flavors reminiscent of homemade mezze.

[Find out more](#)





Product promotion



Brand awareness



Drive engagement



Lead generation



Sponsored WTCE 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 select from the scheduled plan the most appropriate email/date to send.

What are the benefits?

- Promote your company and products before the event to all the potential visitors reaching over 7,000 prospects, including over 1,300 airline, rail and cruise buyers
- **Brand Exposure:** Add your logo and content block to any existing email being sent by the team to our visitor database. As your advert is integrated within our content, you will reach the selected audience without losing out on recipients opting out of 3rd party emails.
- **Generate leads:** Those that click on your ad can be taken to your directory listing or your website where they can send you a message.
- **Reach a Targeted Audience:** You have the flexibility to choose to target all visitors or a more selected audience. Sponsor our emails to those registered, exhibitors, or previous years attendees.

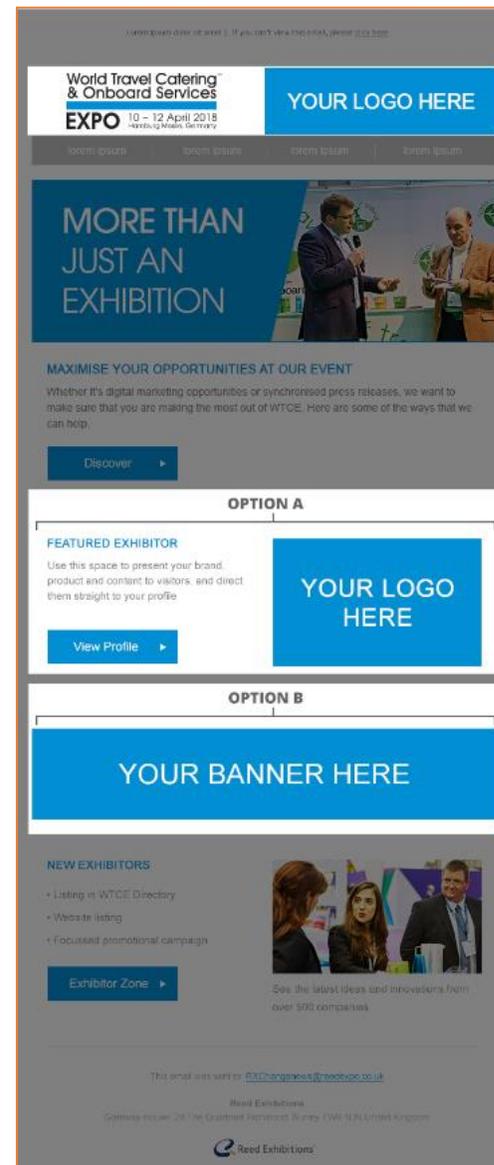
Price: €2,055 – Limited

What are the specs?

- Sponsored Visitor Email: High resolution banner logo in JPEG or EPS file format for the top and bottom of email, with 30 words to promote your product.
- Choose to link to your exhibitor profile or your website.

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High
visibility



Brand
awareness



Lead
generation



Targeted
audience



Drive
engagement



Product
promotion



Exclusive Branded Company Email

World Travel Catering
& Onboard Services

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HAMBURG, GERMANY

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
- All we need from you is the content. We then build the email and send it for you, it's as simple as that.
- Work with WTCE team to choose a suitable date/time the email is sent

What are the benefits?

- **High visibility:** Promote your company and products before the event to all the potential visitors reaching over 7,000 prospects, including over 1,300 airline, rail and cruise buyers
- **Brand Exposure:** Add your logo and content block to any existing email being sent by the team to our visitor database. As your advert is integrated within our content, you will reach the selected audience without losing out on recipients opting out of 3rd party emails.
- **Generate leads:** Those who click on your links can be taken to your directory listing or your website where they can send you a message.
- **Reach a Targeted Audience:** You have the flexibility to choose to target all visitors or a more selected audience. Send a branded company email to those registered, exhibitors, or previous years attendees.

What we will need from you

- We will send you a form for you to add your content to, and supply image sizes. The content should be educational and beneficial to the audience. Make the right impression with a carefully crafted email.
- We will need the content a minimum of two weeks prior to send in order to test and proof.

Price: €3,605 – 2 available



High
visibility



Brand
awareness



Lead
generation



Targeted
audience



Create a real
impact



Drive
engagement

World Travel Catering & Onboard Services
EXPO 2 - 4 April 2021
Hamburg Messe, Germany

BUSINESSFRANCE

WTCE INTRODUCES THE FRENCH COMPANIES
Find them in Hall A1 on stand 1D50

BUSINESSFRANCE **MADE IN FRANCE MADE WITH LOVE**

**When Innovation meets Excellence:
The French pavilion at WTCE**
This year innovation will be the French Pavilion's leitmotiv!

It will gather almost 20 companies and will be located in Hall A1 - stand 1D50. For the first time, French companies will exhibit under the brand « Made in France, Made with Love », which is the French symbol for gastronomy around the world.

Innovation will be the central focus of their networking cocktails. Open to all, it will take place on Wednesday 11 April at 12:30pm on the French stand. This event will allow sector professionals to network in a convivial atmosphere.

[Find out more](#)

CREATIVE FRANCE CORNER

French Innovation Corner

For the first time an innovation corner will be implemented on the French stand, highlighting all the new products. You will be able to easily discover all the French innovation in packaging, taste, and convenience.

[French Innovation](#)

Taste of Travel Theatre

Tasting of 5 French products will take place on Tuesday 10 April from 12.30-13.00 on the Taste of Travel Theatre in Hall A2. Immerse yourself in a Taste of France. Every participant will be offered a box full of French samples.

[Taste of Travel](#)



Remarketing

What am I buying?

A Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

Each website visitor is shown a Remarketing advert six times.

Example websites shown on:

- Social Media: LinkedIn, Facebook, YouTube
- News: Sky, CNN, Yahoo, AOL, Reuters
- Other: Time Out, Lonely Planet, Skype, Google

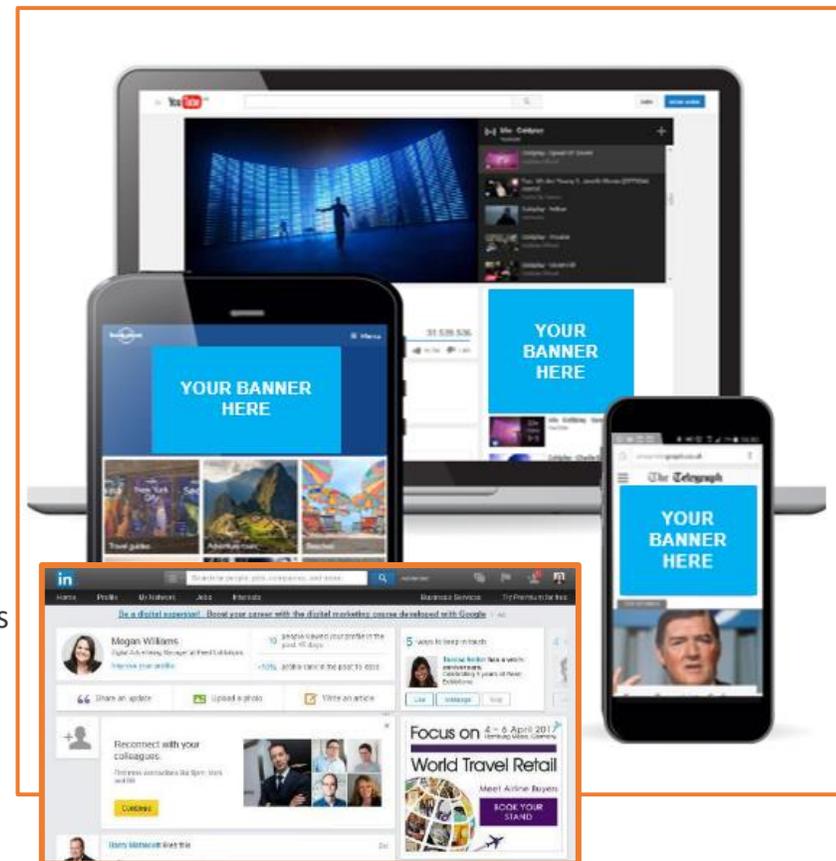
What are the benefits?

Build Product Awareness: Be at the forefront of visitors' minds by placing your product in front of them as they book their travel or accommodation, browse our social media channels and more before the event.

Brand Exposure: Visitors and VIPs will see your branding on high-profile, reputable websites such as: CNN, Time Out, LinkedIn, Yahoo, Skype, Google. This boosts the reputation of your company and increases brand awareness before the show

Packages:

10,000 Remarketing impressions:	€ 1,600
30,000 Remarketing impressions:	€ 3,185
50,000 Remarketing impressions:	€ 4,245
Premium Remarketing – (3months prior & month of show)	
23,000 remarketing impressions	€ 21,630
Year-round Remarketing (Every visitor over 12months)	
370,000 remarketing impressions	€ 29,870



What are the specs?

Banners: 300 x 250, 600 x 315, 160 x 600 and 728 x 90 pixels.
 We can add our event logo for heightened trust and recognition.
 Static JPEG or animated GIF file format – maximum size 80kb.
 Facebook: A headline title of 25 characters and a description of 90 characters.



Brand awareness



High visibility



Product promotion



Lead generation



STANDARD Digital Package

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What am I buying?

- Two digital products on WTCE key channels targeting the travel catering and onboard services industry:
 - Q&A interview** (€995) - feature as a guest in a written Q&A interview published on WTCE Content Hub to promote what you're doing [500-700 words recommended]
 - Social Media Promotion** – (€500) announcement across WTCE social media channels: Twitter, Facebook, Instagram & LinkedIn (1 post per channel)

What are the benefits?

- Brand Exposure:** Stand out and be noticed by senior airline and rail executives ahead of the show, so you're front of mind when they attend the event.
- Generate leads:** Buyers that click on your ad can visit your exhibitor profile and contact you directly. Promote your stand number and prompt them to come and meet you at your stand location.
- Reach a Targeted Audience:** By taking a standard digital package, you ensure you are getting your message to key buyers and boosting your product over your competition.



Brand awareness



Lead generation



Targeted audience



Product promotion

Price: €1,350

Saving
€ 145

What we will need from you

- Document to be provided in the form of a Q&A, questions can be provided on request or created by the sponsor.
- Content for social media including image, link and short text (280 characters for Twitter and 3-4 sentences for Facebook and LinkedIn)
- All content and artwork must be received two weeks ahead of publication date

The screenshot shows the WTCE EXPO website interface. The top navigation bar includes links for HOME, BLOG, PODCAST, ON DEMAND, PRESS RELEASES, and OUR EVENTS. A featured article titled "Interview with Fabio Gamba, Director General at Airline Catering Association" is displayed, dated July 27, 2020, by the WTCE team. Below the article is a social media preview for a tweet from WTCE (@wtce_expo) with 3,620 tweets. The tweet content includes a photo of food and text about an inflight entertainment system. The website footer shows the WTCE EXPO logo and location: Hamburg, Germany.



DELUXE Digital Package

What am I buying?

A digital bundle to give you exposure pre-show followed with onsite digital advertising to promote you at the show.

Silver Directory Listing: An enhanced and enlarged listing, showcasing your products and contact details in exhibitor directory search result to engage with potential customers before the show (€1,075)

Social Media announcements – 2x per channel (€1,000).

WTCE Twitter – 1485+ followers | WTCE Facebook – 1475+ followers | WTCE LinkedIn – 389+ industry professionals

Digital advert promoted WTCE TV onsite (€500)

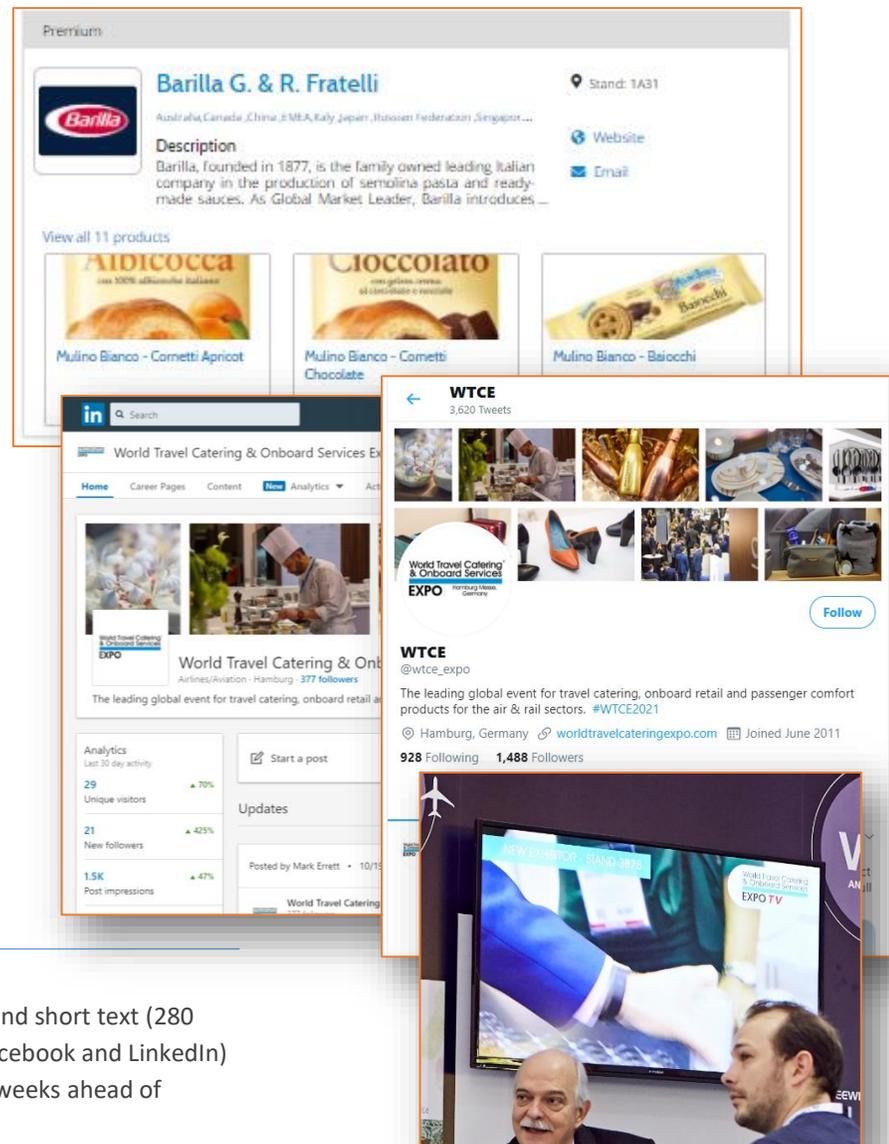
What are the benefits?

- **Brand Exposure:** Stand out and be noticed by senior airline and rail executives ahead of the show, so you're front of mind when they attend the event.
- **Generate leads:** Buyers that click on your ad can message you directly. Promote your stand number and prompt them to come and meet you at your stand location.
- **Reach a Targeted Audience:** By taking a deluxe digital package, you ensure you are getting your message to key buyers and boosting your product over your competition.

Price: €2,650

What we will need from you

- Content for social media including image, link and short text (280 characters for Twitter and 3-4 sentences for Facebook and LinkedIn)
- All content and artwork must be received two weeks ahead of publication date





PRESTIGE Digital Package

What am I buying?

The ultimate digital bundle to give your company high-level exposure and expertise pre-show followed with onsite digital advertising to promote you at the show.

Gold Directory Listing – Appear at the top of the directory for a product category product. Product details & contact details shown on Exhibitor Directory listing (without clicking into profile). Includes: **Website Homepage Promotion** with a company or product 300x300 image. (€1,455)

Remarketing – 30,000 impressions – Each website visitor shown your remarketing advert six times. (€3,185)

Webinar – Demonstrate your thought leadership and host your own webinar to professionals watching live or on demand through an exclusive WTCE webinar (€4,950)

Social Media announcements – Five posts per WTCE social channel (€2,500)

Email Sponsorship – Brand promoted within a VIP & Visitor Registration email (€2,055)

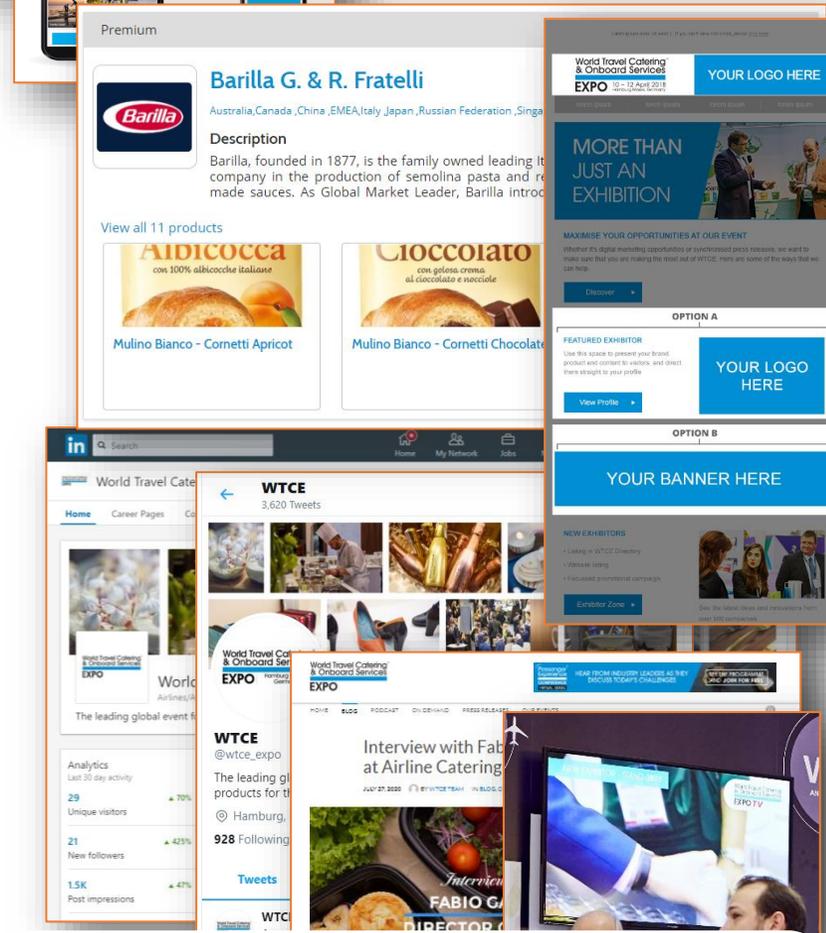
Q&A blog post interview – featured on WTCE content hub (€995)

Digital advert promoted WTCE TV onsite (€500)

What are the benefits?

- **Brand Exposure:** Stand out and be noticed by senior airline and rail executives ahead of the show, so you're front of mind when they attend the event.
- **Generate leads:** Buyers that click on your ads can message you directly. Promote your stand number and prompt them to come and meet you at your stand location.
- **Reach a Targeted Audience:** By taking a prestige digital package, you ensure you are getting your message to key buyers and boosting your product over your competition.

Price: €7,250



Create a real impact



High visibility



Brand awareness



Lead generation



Targeted audience



Product promotion

What we will need from you

- See respective slides per element
- Content for social media including image, link and short text (280 characters for Twitter and 3-4 sentences for Facebook and LinkedIn)
- All content and artwork must be received two weeks ahead of publication date



Sponsored Content: Webinar

What am I buying?

- The opportunity to present your content, news or new product to professionals watching live or on-demand through an exclusive online presentation (webinar) dedicated to you and your message
- A fantastic opportunity to showcase your expertise on business critical issues or demonstrate your brand as thought leaders in the industry
- Promoted in email sent to WTCE Visitor database plus promoted through PEC webinar channel of 2380+ subscribers
- **Social media promotion** in the weeks leading up to the webinar across WTCE social media channels: Twitter and Instagram (2 posts), LinkedIn (1 post) and Facebook (1 post).

What are the benefits?

- **Lead Generation:** Receive all the leads from attendees from the live session and leads of viewers who watched the recording on-demand up to 4 weeks following the live broadcast.
- **Demonstrate Thought Leadership:** Present yourself as a thought leader in your chosen topic.
- **Content available 24/7 on demand:** The session description will link to either your company directory listing or a page on your website.
- **Brand Awareness:** via a email and social media channels to WTCE database
- **Drive Engagement:** Direct interaction with the live audience of key buyers and decision makers in the industry



Lead generation



Thought leadership



Brand awareness



Create a real impact



Drive engagement

Price: €4,950

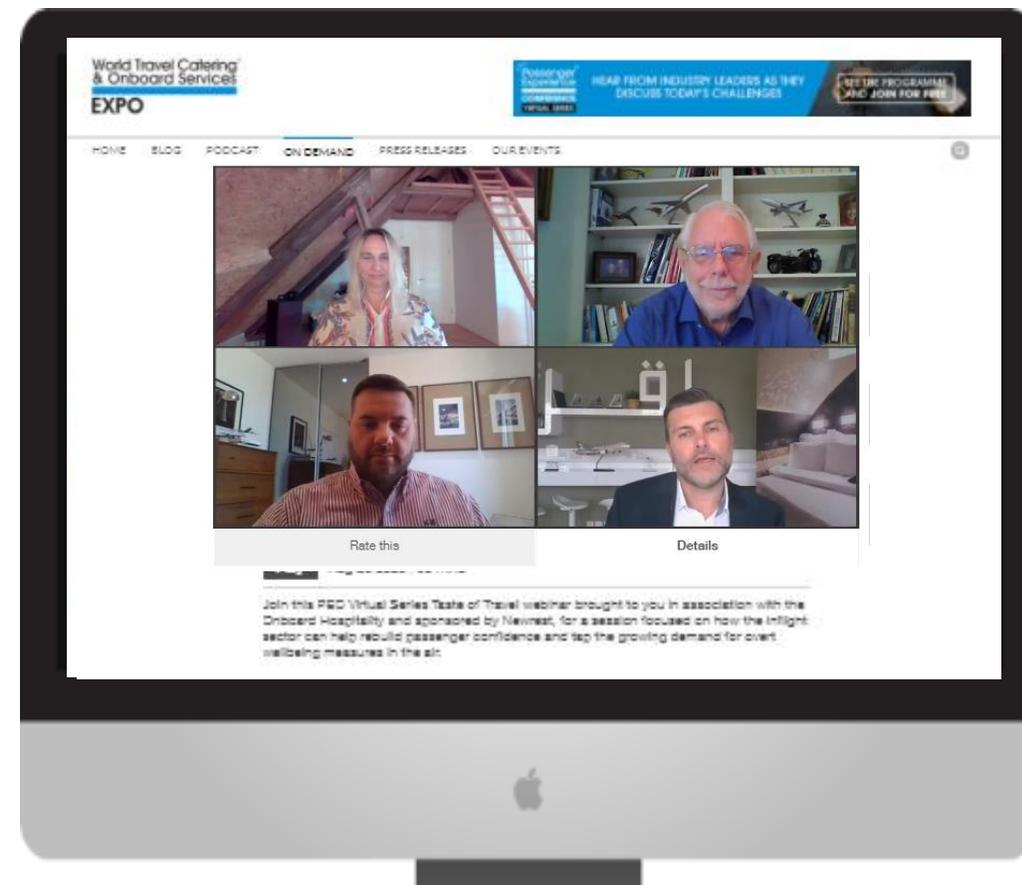
What are the specs?

Presentation can last up to 1 hour.

You will need to arrange presenters and visuals, such as a PowerPoint, There is the option to use webcam for up to 9 participants instead of or to complement PowerPoint presentations or video. Support on running the webinar will be provided.

Social media: We require text (max 240 characters), image and a link. If you have your own accounts please share your tags.

Email: You will be provided with a form to complete to provide the content for the promotional email.





Countdown Clock Sponsor

What am I buying?

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

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.
- High Visibility:** 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

Price: €5,100



Customisable title
(max length 39 characters, or 21
to fit on one line)

Space for sponsor's logo
(size 155px x 85px)

Entirely customisable
background image 752px x
395px
(recommend having a nice visual
because the image crops based
on the view)

*Countdown clock is split 50%/50% on page with web copy



Mobile App Sponsor

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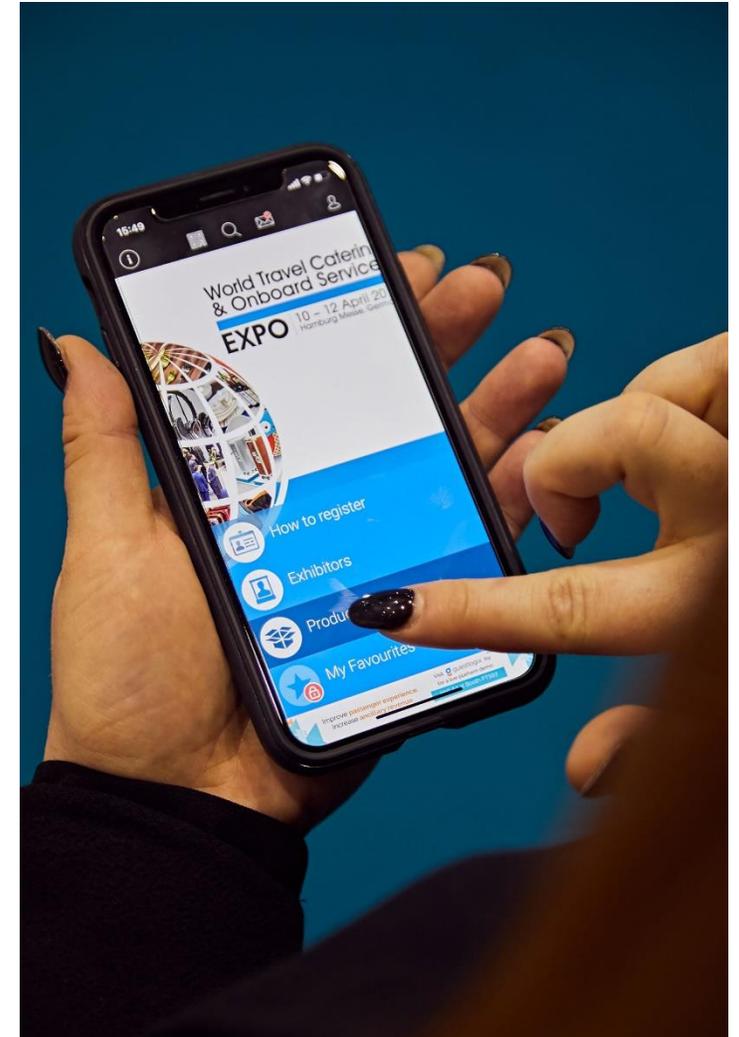
What am I buying?

- 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
- 3x push notifications to be sent to all App users
- Hyperlinked banner on the bottom of the main pages of the App
- Sponsor listed on WTCE website as App sponsor
- 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

Price: €7,210



High
visibility



Brand
awareness



Targeted
audience



Drive
engagement



Lead
generation



Create a real
impact



VIP Badge Mailer

What am I buying?

- Your company branding on the front of the VIP Badge Wallet mailed out 1 month before the show
- 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

What are the benefits?

- **Brand Exposure:** put your brand at the forefront of airline and rail buyers minds ahead of the show
- **Targeted Audience:** VIP 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 WTCE marketing team

Price: €5,400



Brand awareness



Targeted audience



Create a real impact

World Travel Catering & Onboard Services®

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VIP Programme

Passenger Experience Conference
Monday 9 April

Join the debate with leading industry experts including, Virgin Galactic, Air New Zealand and TAP Air Portugal to help define the future of passenger experience.

Benefit from the discounted VIP rate which includes entry to the Industry Networking Party.

Industry Networking Party

If you would just like to attend the party, taking place after the conference, simply show your VIP badge at the registration area for free entry.

VIP Buyers Lounge

Now in Hall A3

As a VIP you have exclusive access to the VIP Buyers Lounge where you can relax and enjoy the following complimentary facilities:

- Breakfast and lunch provided daily
- Refreshments throughout the day
- Dedicated cloakroom
- Concierge service
- WiFi

VIPs will also receive a sample bag containing 20+ products – collect from the concierge on arrival at the lounge.

VIP Assistance

Now the show is across four halls if you need help or have any questions while you are there please visit the dedicated VIP desk in the Central Entrance or at the VIP Buyers Lounge.

Business Meeting Hub

Hall A2

If you require a place to have a meeting please go to the Business Meeting Hub where you will be able to reserve a table. Or you can book a table in the meeting hub via the concierge in the VIP Buyers Lounge. If you would like to book a table in advance please complete a booking form on the VIP page on the WTCE website.

Network with other VIPs

Build your personal schedule using My Event the online show planner. Favourite exhibitors and products you would like to see at the show and message other VIPs to help build your network. Look out for your personal recommendations being emailed to you soon and favourite them in the WTCE App to help you plan your time at the event.



SUPPLYING SUCCESS

Find out more at worldtravelcateringexpo.com/vip



During the show

Digital Promotions

- [WTCE TV Sponsor](#)
- [WTCE TV Interview](#)
- [WTCE TV Advert](#)
- [Digital Signage Advert](#)
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- [WiFi sponsor – A Halls](#)

Onsite Promotional Items

- [VIP Sample Bag sponsor](#)
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Onsite Signage

- [Outside Flags](#)
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Features & Points of interest

- [Registration Sponsor](#)
- [VIP Buyers Lounge](#)
- [What's New Onboard](#)
- [What's New Onboard - Premium](#)
- [Central Entrance Hospitality](#)
- [Seating Areas](#)
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- [Spotlight on Travel Apparel](#)
- [ToT Food Sampling & Networking](#)
- [ToT Hospitality Cart](#)
- [Official Drinks Sponsor](#)
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- [Product Highlight](#)



WTCE TV – Overall Sponsor

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HAMBURG, GERMANY

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
- 1x 3minute 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

What are the benefits?

- **Brand Exposure:** Your brand is showcased to 4,000+ attendees during the show
- **High Visibility & Impact:** Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV

*Watch previous videos on the [WTCE YouTube channel](#)

Price: €7,250 – 2 available

1. **Gispol 20**
- 2.



High
visibility



Brand
awareness



Create a real
impact



WTCE TV Interview

What am I buying?

- 1x 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

What are the benefits?

- **Brand Exposure:** Your brand is showcased to 4,000+ attendees during the show
- **High Visibility & Impact:** Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV
- **Promote your products** during your video interview

*Watch previous videos on the [WTCE YouTube channel](#)

Price: €950 – 19 available



Brand awareness



High visibility



Create a real impact



Product promotion



WTCE TV Advert

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& Onboard Services

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HAMBURG, GERMANY

What am I buying?

- 1x 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
- Artwork to be provided by advertiser

What are the benefits?

- **Brand Exposure:** Your brand is showcased to 4,000+ attendees during the show
- **High Visibility & Impact:** Your branding, products and stand number will be presented to buyers at the show when they watch WTCE TV
- **Promote your product(s)** on your advert

*Watch previous videos on the [WTCE YouTube channel](#)

Price: €500 – limited availability



Brand awareness



High visibility



Product promotion



Digital Signage Advert

What am I buying?

- Sponsor's advert to be displayed on 2x digital screens located in the Central Entrance. Screens are located behind the registration desks and as you approach the entrance to the A Halls
- Exposure to buyers over the three show days. Each screen is found in a high-traffic area at the event
- Content for advert to be provided by sponsor - advert to be designed at no extra cost
- Production cost included, using artwork, marketing copy, logo and stand number

What are the benefits?

- **Brand Exposure:** Your brand is showcased to 4,000+ attendees during the show
- **Drive visitors to your stand:** Each screen is found in a high-traffic area at the event. Your branding, products and stand number will be presented to buyers as they enter the show

Heineken x1
Monty's x 3

Price: €790 – 5 available

What are the specs?

Logo: JPEG, EPS and PNG format.
Advert marketing copy.
Advert artwork and imagery.
Adverts are produced by Reed Exhibitions at no extra charge.



Create a real impact



Brand awareness



High visibility



Product promotion



Mobile App – Push Notifications

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& Onboard Services®

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What am I buying?

- 1x push notification to be sent to all App users during the show (6 available) – messages can be up to 119 characters in length

What are the benefits?

- **Brand Exposure:** Your announcement will be presented to the phones of visitors who have downloaded the official WTCE App 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

Price: €1,290 – 6 available



Brand awareness



High visibility



Drive engagement



Product promotion

What are the specs?

- 6 available
- Messages can be up to 119 characters in length
- Message send times will be spread across the three days of the show.
- Timings will be offered for sponsors to select in the order they booked sponsorship.





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

What are the benefits?

- **High Visibility:** Your brand is showcased to potentially 4,000+ attendees using WiFi during the show
- **Brand Exposure:** Your branding, products and stand number will be presented to buyers before the show and as they use the WiFi during the show

Price: On Application



High
visibility



Brand
awareness

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VIP Bag Sponsor

SOLD

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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 promoted via social media
- Includes Super Leaderboard Banner (Position B) on Exhibiting page of website

* Sponsor helps to decide on the type/style of the bag used

What are the benefits?

- **Targeted Audience:** Get your brand seen by our key attendees
- **Brand Awareness:** Increased brand exposure to the VIP buyers before, during and after the event
- **Create a real impact:** This is a popular and highly valued item which VIP buyers take home and use after event



Targeted audience



Brand awareness



Create a real impact

Price: €4,440

Global-C





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 2021 – over 800 attended in 2019
- VIP Sample bag and products displayed in VIP lounge
- Sponsor promoted via social media

Sponsor to send 700 individual products to arrive by 1st August

What are the benefits?

- **Promote your product:** Get your product seen and sampled by the VIP Buyers both during and after the event
- **Targeted Audience:** only VIP buyers receive this sample bag
- **Brand Awareness:** Increased brand exposure to the VIP buyers before, during and after the event
- **Drive Engagement** in your product and company
- **Lead Generation:** Generate new leads for your business

Price: €780



Product promotion



Targeted audience



Brand awareness



Drive engagement



Lead generation



Visitor Bags

SOLD

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 promoted via social media
- Includes Super Leaderboard banner (Position B) on Visit page on website

Sponsor to provide the (sustainably sourced) bags – Quantity: 3,000.

What are the benefits?

- **High Visibility and Impact:** the bags make everyone a walking advert for your company
- **Brand Awareness:** Provide exposure for your brand during the event

Frankenberg

Price: €5,331

What are the specs?

- Production and costs for approximately 3,000 bags will be undertaken by the sponsor.
- The bag must include the WTCE logo and is subject to Reed Exhibitions approval. We will need confirmation of how many bags and pallets you will be sending.
- Timeframes to be agreed.





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 promoted via social media

What are the benefits?

- **High Visibility and impact:** the lanyards make everyone a walking advert for your company
- **Brand awareness:** Provide high level exposure for your brand during the event



Brand awareness



High visibility



Create a real impact

Price: €10,900

What are the specs?

Logo: JPEG, EPS and PNG format.

WTCE will produce the lanyards. The deadline for logo positioning to be agreed .





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 promoted via social media

- **Includes: Super Leaderboard banner (Position B) on Visit page on the WTCE website**

What are the benefits?

- **High Visibility:** the branded badges make everyone a walking advert for your company

- **Brand awareness and impact:** Provide high level exposure for your brand during the event

Price: €5,368



Brand awareness



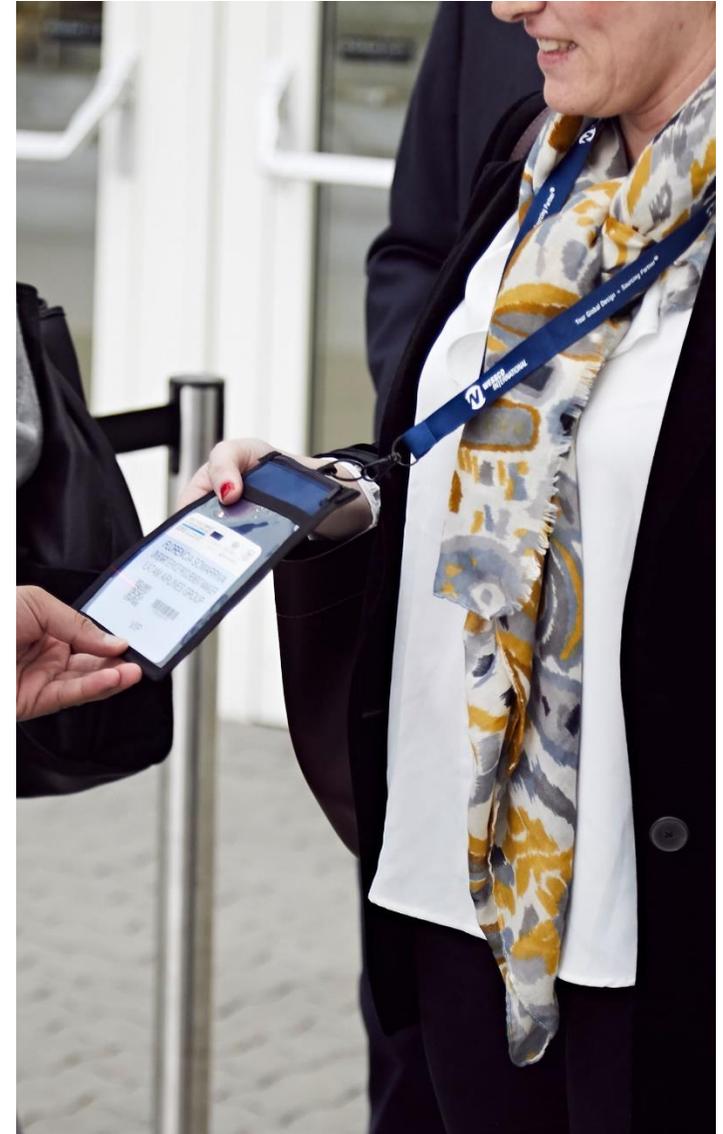
High visibility



Create a real impact

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Show Floorplans / You are Here Boards

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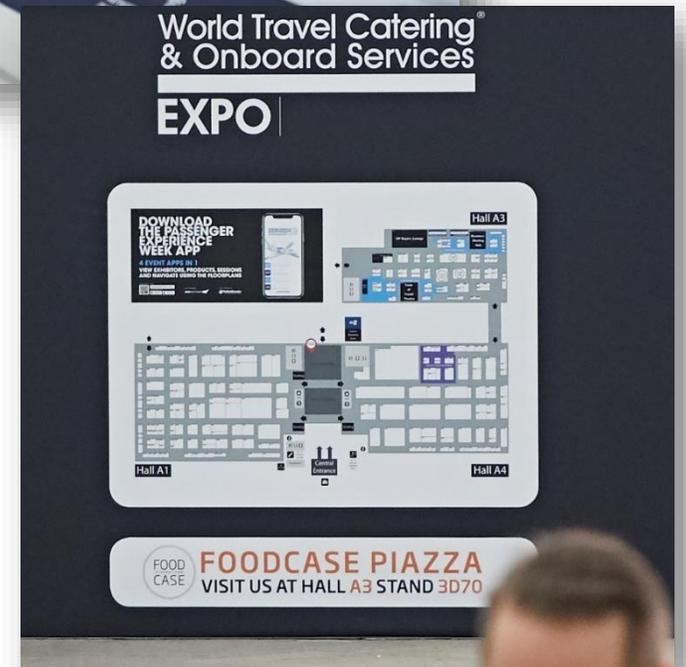
What am I buying?

- Sponsor's branding incorporated into chosen floorplan design
- Floorplans positioned in each hall and the registration area
- Company logo on your stand on your chosen floorplan
- Company highlighted in the exhibitor list on the floorplan
- Sponsor promoted via social media

What are the benefits?

- **High Visibility:** Brand featured on You are Here Boards at high traffic areas at the show
- **Brand Awareness:** Your logo has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- **Drive Engagement:** Key industry decision makers will use the floorplans to navigate the show

Price: €8,800



Brand awareness



High visibility



Drive engagement



Show Route Planner

What am I buying?

- Advertise your brand in the Show Route Planner, a pocket guide distributed in WTCE registration areas to all attendees
- Sponsor promoted via social media

Two options available:

1. Cover sponsor – Exclusive: €7,750

- Back cover advert – DL Size +

2. Advert on floorplan side of guide: €1,575 - 4 available

- Sponsor's logo or advert on floorplan side of Show Route Planner – approximately 95mmx60mm

What are the benefits?

- **High Visibility:** Brand featured on the main literature visitors pick up to navigate their way around the show as they enter
- **Brand Awareness:** Your logo has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- **Drive Engagement:** Key industry decision makers will use the floorplans to navigate the show

Price dependant on option

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Brand awareness



High visibility



Drive engagement



Flags Outside Central Entrance

What am I buying?

- Branding on 19x 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

What are the benefits?

- **High Visibility:** Achieve high-level exposure before attendees even go through the doors with 'not to be missed' flags outside the central entrance
- **Create an impact** – Sole branding on the 19x flags gives you an exclusive high-level branding opportunity to make you stand out against your competitors
- **Brand Awareness:** Your logo has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers

Price: €10,500



Brand awareness



High visibility



Create a real impact



Cube Outside Central Entrance

What am I buying?

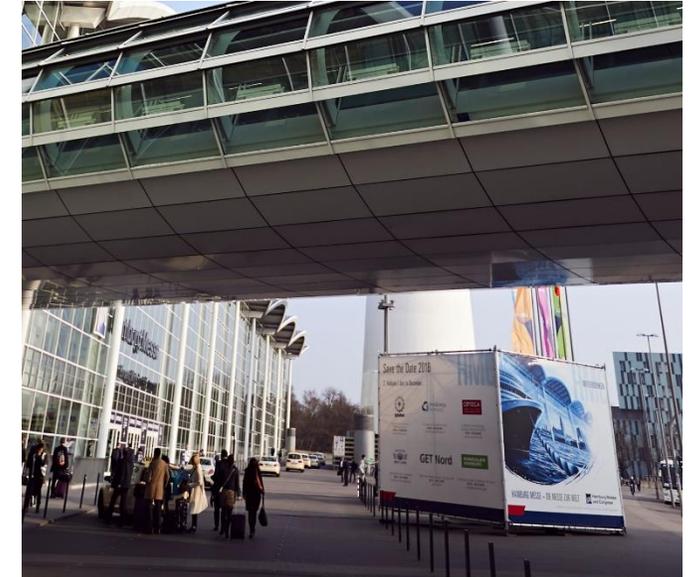
- Branding on cube positioned outside the Central Entrance, production included
- Your brand has the potential to be seen by 4,000 attendees including 800+ airlines and rail buyers
- Sponsor promoted via social media

What are the benefits?

- **High Visibility:** Achieve large scale visibility before attendees even go through the doors with branding on large scale advertising cube outside the central entrance
- **Create an impact** – Advertising on one side of the cube gives you a unique branding opportunity to make you stand out against your competitors
- **Brand Awareness:** Your brand has the potential to be seen by all attendees including the airlines and rail buyers and help drive traffic to your exhibition stand

Price: €3,090 – 4 available

1. Elburg x1
2. Monty's x1
- 3.
- 4.



Brand awareness



High visibility



Create a real impact



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 promoted via social media

What are the benefits?

- **Brand Awareness:** Be seen beyond your stand. Your brand has the potential to be seen by all attendees through all of the halls, to help drive traffic to your exhibition stand
- **High Visibility:** All visitors will go through the doors across the 3 day show so don't miss the opportunity to be seen and be top of mind when they do.

AK Service

Price: €6,500

What are the specs?

Branded Window Panels: 1m x 0.5m with 3mm bleed. High resolution AI, PDF or EPS file format.

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Brand
awareness



Directorial Carpet Tile - Atrium

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What am I buying?

- 1m x 2m carpet tile branded with your company creative, logo and stand number (artwork to be supplied)
- 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

What are the benefits?

- **Brand Awareness:** Get your brand seen by potential customers in this high traffic area and increase your brand exposure beyond your stand
- **Create an impact:** Catch visitors attention as they pass over your graphic directing them to your stand
- **Drive Engagement:** Promote your brand in a hall that you are not exhibiting in helping to drive traffic to your stand



AA Bakeries x2
Global-C x1

Price: €2,200
Limited Availability



Brand
awareness



Directorial Carpet Tile

What am I buying?

- 1m X 1m or 1m X 2m carpet tile branded with your company creative, logo and stand number (artwork to be supplied)
- 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

What are the benefits?

- **Brand Awareness:** Get your brand seen by potential customers in this high traffic area and increase your brand exposure beyond your stand
- **Create an impact:** Catch visitors attention as they pass over your graphic directing them to your stand
- **Drive Engagement:** Promote your brand in a hall that you are not exhibiting in helping to drive traffic to your stand

AK Service x 13

Price: €695 or €1,100
Inventory depends on location





Bathroom Signage

What am I buying?

- Posters on 2 mirrors in ALL bathrooms in Halls A1 , A3, A4
- Sponsorship price includes production costs
- Includes: Leaderboard banner (position D) on Travel & Venue page on website

What are the benefits?

- **Create an impact:** One of the few advertising sites unrivalled by other exhibitors' branding
- **Brand Awareness:** Your advert has the potential to be seen by a captive audience of 4,000+ attendees
- **Drive Engagement:** 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

Price: €3,145

What are the specs?

Complete artwork must be provided as a high res pdf for printing.

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Registration Sponsor

Online & Onsite

SOLD

What am I buying?

- Official Registration Sponsor of WTCE 2021
- Sponsor's banner on WTCE online registration page
- 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
- Sponsor promoted via WTCE social media. 1 post on each social media channel

What are the benefits?

- **High Visibility:** Exclusive opportunity to be in front of all visitors before the show as they register to attend online or onsite.
- **Brand Awareness:** Be seen by all registrants to the show through high level exposure before and during the event
- **Create an impact:** Attract visitors to your exhibition stand and drive traffic to your corporate website

Barilla

Price: €8,585

What are the specs?

Logo: JPEG, EPS and PNG format.

Signage: 1000mm x 300mm with 3mm bleed. PDF file format.

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High
visibility



Brand
awareness



Create a real
impact



VIP Buyers Lounge

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What am I buying?

- Exclusive sponsor of VIP Lounge
- 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 (working with WTCE team)
- 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

What are the benefits?

- **Targeted Audience:** Communicate to buyers before and during the exhibition
- **Drive Engagement:** Network with key industry buyers
- **Brand Awareness:** Get your brand seen by our key attendees
- **High Visibility:** Exclusive sponsor of the lounge provides high-level visibility pre and during the event

Price: €8,600 / POA*

*€8,600 if sponsor provides certain product

smaller packages available, POA



Heineken - official beer sponsor of VIP Lounge



Targeted audience



Drive engagement



Brand awareness



High visibility



Create a real impact



What's New Onboard Product Display

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 alongside the entrance to the VIP Buyers Lounge
- Pre-event and at show promotion both on and offline
- Sponsor promoted via WTCE social media channels
- **Electricity for an ipad or similar can be purchased for an extra €200**

What are the benefits?

- **Product Promotion:** Showcase your new product at in the only feature wall gallery at the show
- **Drive Engagement:** and 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
- **Create a real impact:** This is a premium position in a high traffic area at the show outside the VIP Buyers Lounge entrance

***Only products launched from April 2019 are eligible**

Price: €1,350



Product
promotion



Drive
engagement



Brand
awareness



Create a real
impact



Lead
generation



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

What are the benefits?

- **High visibility:** Premium provides ultimate exposure for your new product pre-event with dedicated marketing & PR campaign promoting this popular show feature.
- **Product Promotion:** Showcase your new product at in the only feature wall gallery at the show
- **Drive Engagement:** and 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
- **Create a real impact:** This is a premium position in a high traffic area at the show outside the VIP Buyers Lounge entrance

***Only products launched from April 2019 are eligible**

Price: €2,100

Only 10 available



OnboardXP - stand 3C100

Onboard XP is presenting a range of fresh, unique and beautifully designed dinnerware products at this year's WTCE. We have extended our range of porcelain- and melamine dinnerware to include timeless, elegant shapes as well as minimalistic and contemporary designs. Come by our stand to see our new products or to learn how we can design, prototype and develop new dinnerware sets exclusively for your brand.

[Read more](#)



Product promotion



Drive engagement



Brand awareness



High visibility



Create a real impact



Lead generation



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 promoted via WTCE social media channels
- Includes super leaderboard banner (position B) on Venue & Travel page on website
- Includes sponsorship of 1x pre-registered visitor conversion e-mail

What are the benefits?

- **High Visibility:** Be one of the first hospitality points for visitors as they arrive at the show
- **Brand Awareness:** Provide exposure before and during the event
- **Product Promotion:** Opportunity to showcase your own product to a captive audience

Price: €7,725



Product
promotion



Brand
awareness



High
visibility



Create a real
impact



Seating Areas – Halls A1 or A4

What am I buying?

- Sponsor's branding incorporated into the design theme of the seating area
- Sponsor promoted via WTCE social media channels

*Some options include a web banner:

- Hall A1 – Includes Medium rectangle banner (position C) on Exhibit page of website
- Hall A4 – Includes Medium rectangle banner (position C) on News & Media page of website

What are the benefits?

- **Brand Awareness:** Get your brand seen by potential customers and communicate to visitors before and during the Expo
- **High Visibility:** Seating areas are popular for visitors to utilise to take a break during the 3-day expo



Skytender x1 (lower from Atrium into A1)

Price: €3,836
4 available





Atrium Seating Area

What am I buying?

- Sponsor's branding incorporated into the design theme of the area including graphics on table tops
- Sponsor's logo or name to appear on promotional materials when the Atrium Seating area is mentioned
- Branded tomlerones positioned on tables promoting sponsor's stand
- Sponsor promoted via WTCE social media
- Includes Full Banner (position A) on Exhibit page on website

What are the benefits?

- **Brand Awareness:** Get your brand seen by potential customers in this high traffic area
- **High Visibility:** Seating areas are popular for visitors to utilise to take a break during the 3-day expo



Brand awareness



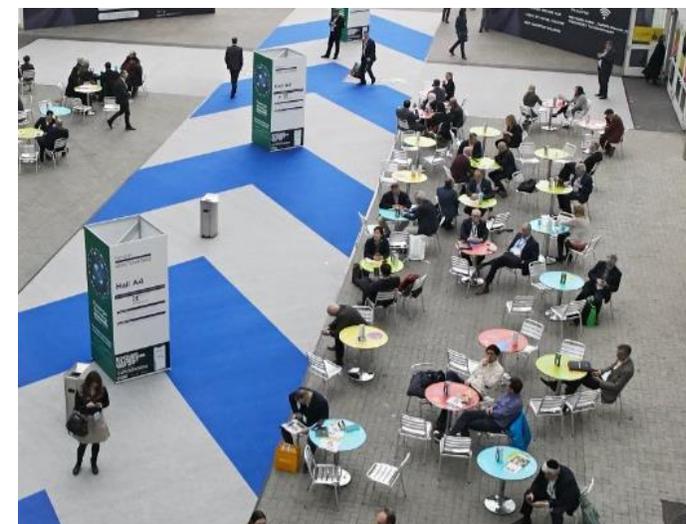
High visibility

Price: €6,390

AK Service

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Spotlight on Travel Apparel

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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 promoted via WTCE social media channels

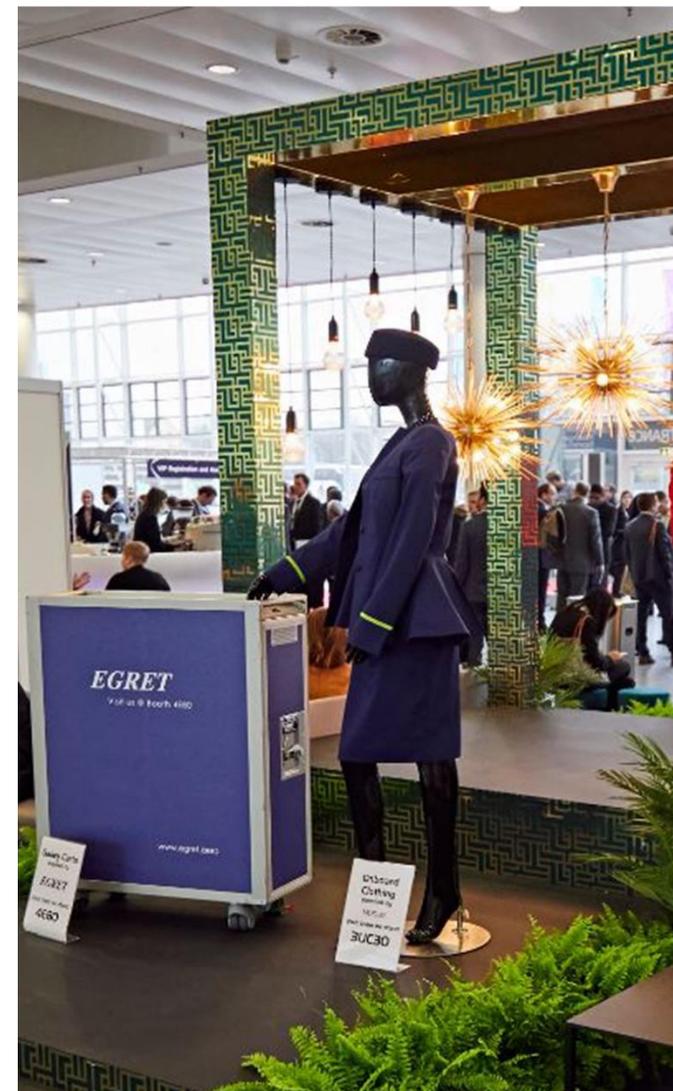
What are the benefits?

- **Brand Awareness:** Increased brand exposure before and throughout the Expo
- **Product Promotion:** Showcase your products away from your stand at this product display feature
- **Drive Engagement:** Helps to drive traffic to your exhibition stand
- **Create a real impact:** This is a position in a high traffic area at the show

Price: €1,000
8 available

Egret x 4
Modus x 2
Cool Gray

*No more mannequin options remain



Product
promotion



Brand
awareness



High
visibility



Drive
engagement



Create a real
impact



Lead
generation



Taste of Travel Theatre: Food sampling & Networking

Taste of Travel Theatre

World Travel Catering
& Onboard Services

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HAMBURG, GERMANY

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 promoted on 'What's On' page on the WTCE website
- Sponsor promoted in Show Planner
- Sponsor promoted via WTCE social media channels

What are the benefits?

- **Brand Awareness:** Increased brand exposure before and throughout the Expo
- **Targeted Audience:** Captive audience on the Taste of Travel Theatre
- **Product Promotion:** Pitch and present your products for tasting
- **Create an impact:** Provide exposure before and during the event
- **Drive Engagement:** with direct engagement with your product and networking opportunities as a result
- **High visibility:** before and during the show through event marketing promotions of this feature

Price: €3,295
only 3 available. 1 per day.

Tues: Austria
Wed:
Thurs:



Targeted audience



Brand awareness



Drive engagement



Create a real impact



High visibility



Taste of Travel Theatre: Hospitality

Taste of Travel Theatre

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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 promoted via WTCE social media channels

Sponsor to pay for electricity and water supply if required

What are the benefits?

- **Brand Awareness:** Increased brand exposure before and throughout the Expo
- **Targeted Audience:** Captive audience on the Taste of Travel Theatre
- **Product Promotion:** Opportunity to showcase your own product to a captive audience



Brand
awareness



Targeted
audience



Product
promotion

Price: €2,500





OFFICIAL DRINKS SPONSOR

SOLD

World Travel Catering
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EXPO | 31 AUG - 2 SEPT 2021
HAMBURG, GERMANY

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
- Sponsor promoted via WTCE social media channels

What are the benefits?

- **Product Promotion:** Opportunity to showcase your own product to a captive audience
- **Brand Awareness:** Increased brand exposure before and throughout the Expo as the 'official drinks sponsor' to the Expo
- **High Visibility:** Get your brand seen and network with key industry buyers

Price: €9,000

Heineken



Product promotion



Brand awareness



High visibility



Create a real impact



PRODUCT TAKEOFF – New Products

World Travel Catering
& Onboard Services

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

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

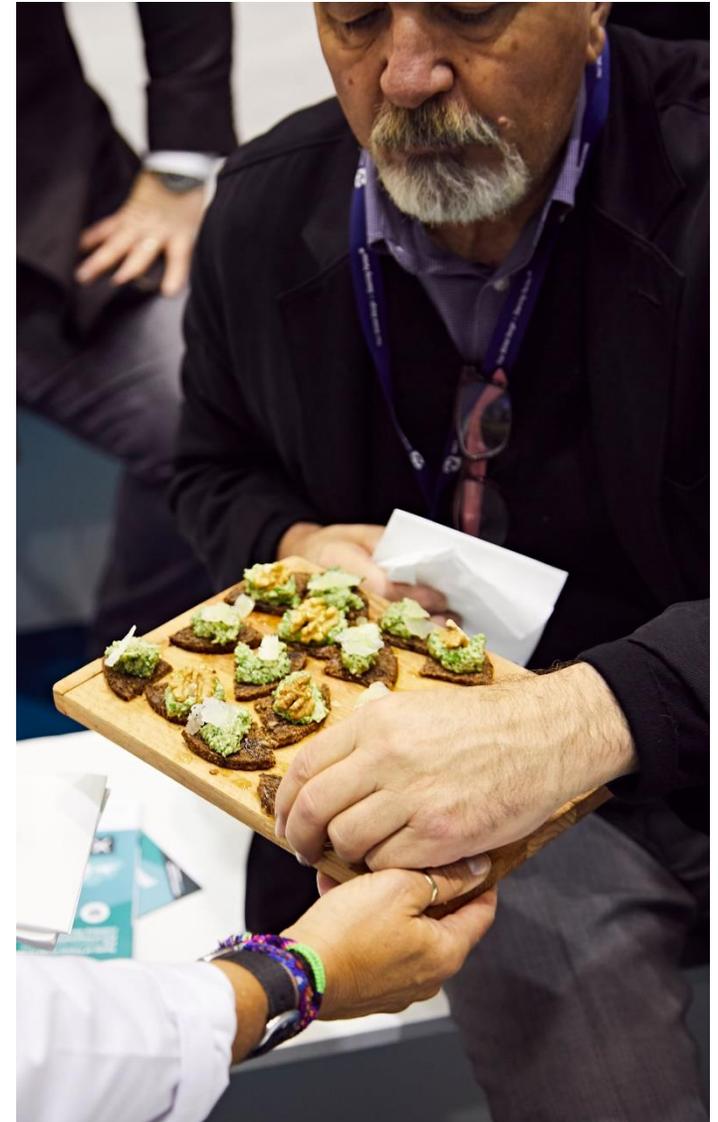
***Products must have been launched since April 2020**

Product Categories

- Food & Beverages: 4x slots available
- Packaging: 1x slot
- Amenity Kits: 1x slot

Price: € POA

DEBANS SRL



Targeted audience



Create a real impact



Brand awareness



Product promotion



Drive engagement



Lead generation



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. 1 post per WTCE social media channel - €500

Total if sold separately: € 2,950

Package deal: **€ 2,250 (Save €700)**

What are the benefits?

- **Brand Awareness:** Tell everyone about your newest product in a dedicated interview, which will be shown to 4,000+ influential industry professionals
- **High Visibility:** 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
- **Drive Engagement:** Promote your product with your stand number across WTCE social media channels

Package Price: €2,250

**24%
Savings**



Product promotion



Brand awareness



High visibility



Drive engagement



Create a real impact



PRODUCT – Highlight Package

World Travel Catering
& Onboard Services®

EXPO | 31 AUG – 2 SEPT 2021
HAMBURG, GERMANY

What am I buying?

- Your product in the VIP Sample Bag - up to €780
- WTCE TV Advert - €500
- Social Media Promotion. 1 post per WTCE social media channel - €500

Total if sold separately: € 1,780

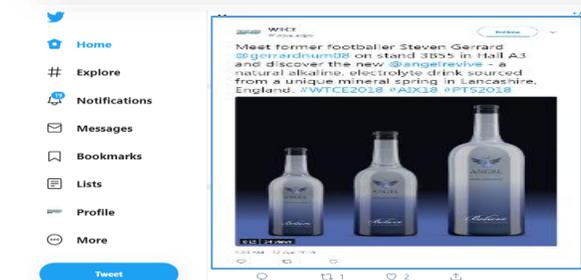
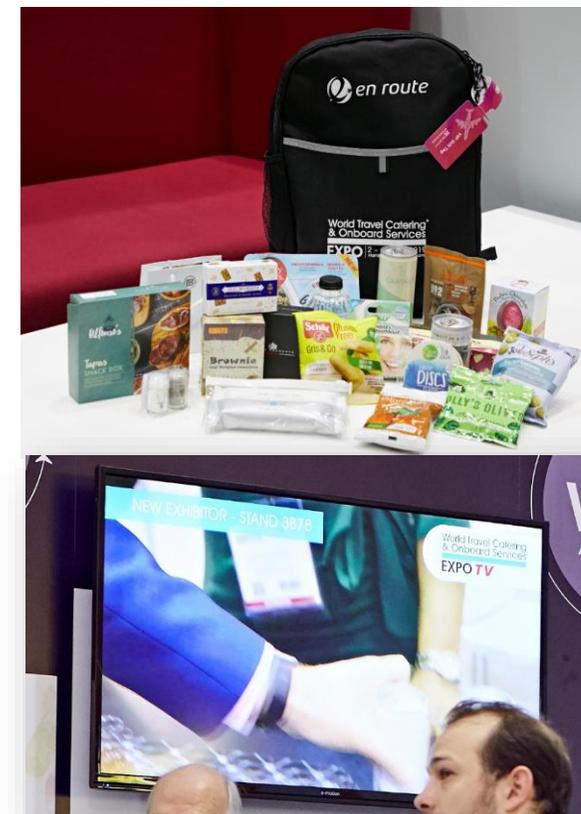
Package deal: € 1,500 (Save €280)

What are the benefits?

- **Product Promotion:** Get your product seen and sampled by 800+ of the most influent airline and rail VIPs visiting WTCE 2021.
- **Brand Awareness:** 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.
- **Drive Engagement:** Promote your product with your stand number across WTCE social media channels .

Package Price: €1,500

**16%
Savings**



Product
promotion



Brand
awareness



Drive
engagement

