

EXPO

CONTENT HUB

PROMOTIONAL OPPORTUNITIES 2020/21

**LAUNCH PRICES
AVAILABLE UNTIL
MARCH 2021**





Connect with a targeted, worldwide audience

With the launch of our **WTCE Content Hub**, a worldwide online content platform offering access to travel catering and onboard passenger experience insights, event news and more, via exclusive and shared content from videos, podcasts, interviews and more, you will get the opportunity to promote your brand in a highly targeted digital environment to an engaged community.



Brand awareness

Get your brand / products out to raise awareness and engagement



Drive engagement

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



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

This denotes an opportunity that will really make you stand out



Lead generation

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



Product promotion

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



Targeted audience

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



Thought leadership

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

Visit WTCE Content Hub: <https://insights.worldtravelcateringexpo.com/>



An engaged community

WTCE - A brand soaring in a highly targeted digital environment with an engaged audience:

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)

- **3,279** Unique Viewers on the PEC Virtual Series webinars
- 3,373 Pre-registered to view
- 2,351 Channel Subscribers

Social Networks









- **4,038** followers across our **LinkedIn, Facebook, Twitter, Instagram & YouTube** channels, engaged across daily and weekly postings of content



Visit WTCE Content Hub: <https://insights.worldtravelcateringexpo.com/>



Opportunities at a glance

			Benefits							
Product									Price	
	Brand awareness	High visibility	Drive engagement	Lead generation	Create a real impact	Thought leadership	Targeted audience	Product promotion		
Advertising										
Sitewide Leaderboard Banner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	€1,250 Exclusive	
Homepage Medium Rectangle Banner	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	€950 Exclusive	
In-Article Leaderboard Banner	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	€1,250 Exclusive €600 Specific content	
Exclusive Hub Sponsor (all digital banners package)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	€3,250 Exclusive	
Sponsored Content										
Guest Blog Post	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	€995 Per post	
Q&A Interview	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	€995 Per article	
Podcast	<input type="checkbox"/>					<input type="checkbox"/>		<input type="checkbox"/>	€1,000 Per podcast	
Webinar	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			€4,950 Per webinar	
Digital Product Showcases										
What's New Onboard online	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	€950 1 new product	
Online Product Showcase	<input type="checkbox"/>			<input type="checkbox"/>				<input type="checkbox"/>	€1,250 Per product	
Product Takeoff	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	€POA 1 new product	

Visit WTCE Content Hub: <https://insights.worldtravelcateringexpo.com/>



Digital Banners

What are you getting?

- Place your business front and centre on the WTCE content hub with a banner that will be seen by all visitors or select a targeted position on a specific blog post
- Choose your banner location, status (sole/shared) and duration
- Link the banner directly to either your exhibitor profile or your company website.

What are the benefits?

Brand Exposure:

Be seen and be at the forefront of visitors' minds by promoting your product or brand on the WTCE content hub.

Your advert will be seen for a minimum of a one full calendar month as visitors browse the hub to engage in the latest insights, interviews and industry and WTCE event news.

Build Brand and Product Awareness:

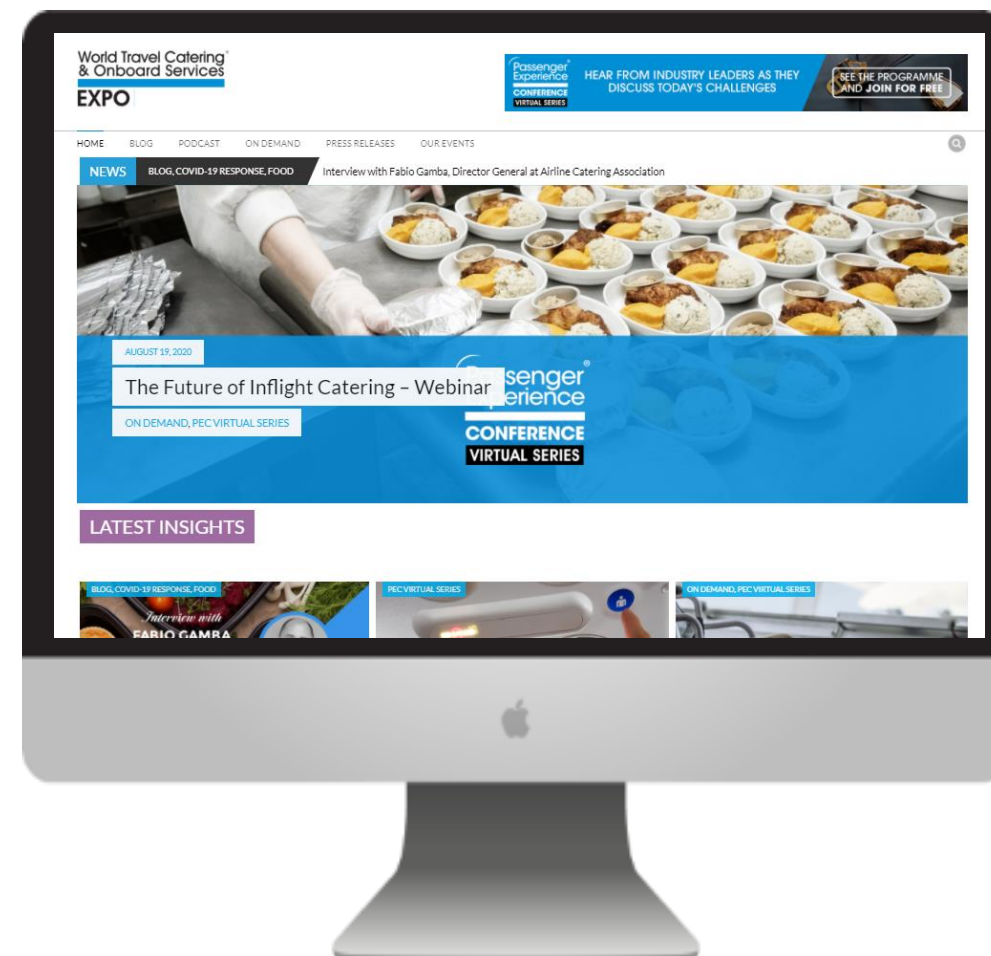
Link to your exhibitor directory profile or product where visitors can get more information and contact you.

Reach a Targeted Audience:

Align your brand with thought leadership articles published on the hub. Make sure your product is seen by key decision makers from the global passenger experience industry.

We offer three web banner opportunities on the WTCE content hub:

- A Sitewide Leaderboard (728x90px)** — Advert on every page of hub
- B Homepage Medium Rectangle (300x250px)** — Advert on homepage
- C In-Article Leaderboard (728x90px)** — Advert on articles after first paragraph



What we will need from you

Correct banner size.

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

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



Brand
awareness



Drive
engagement



Lead
generation

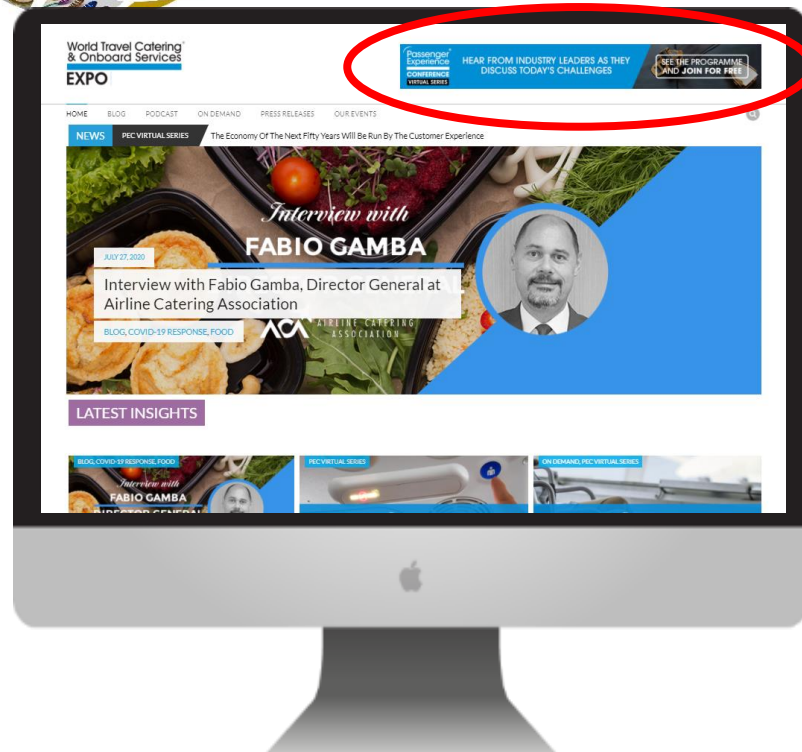


High
visibility

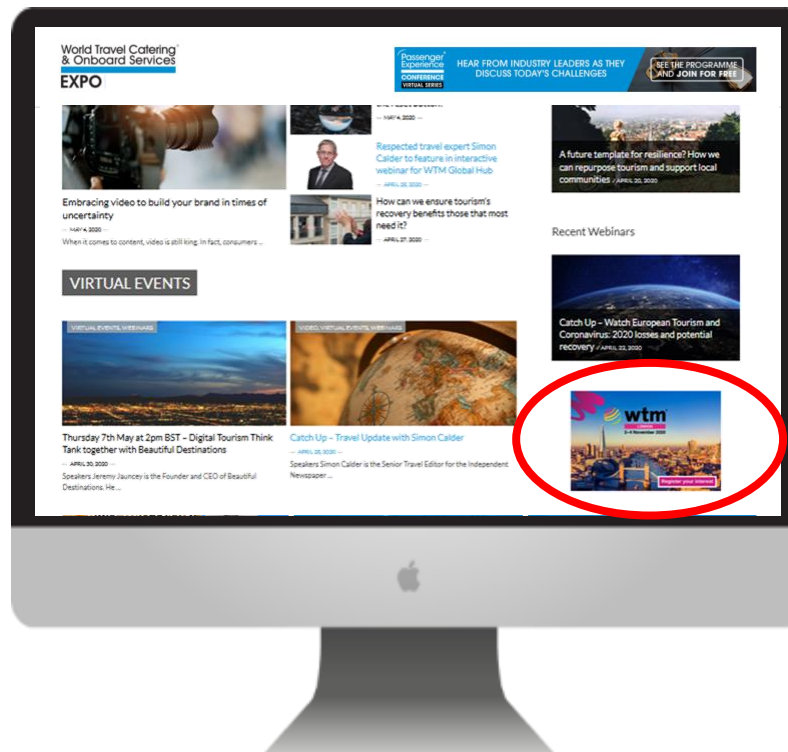


Digital Banners

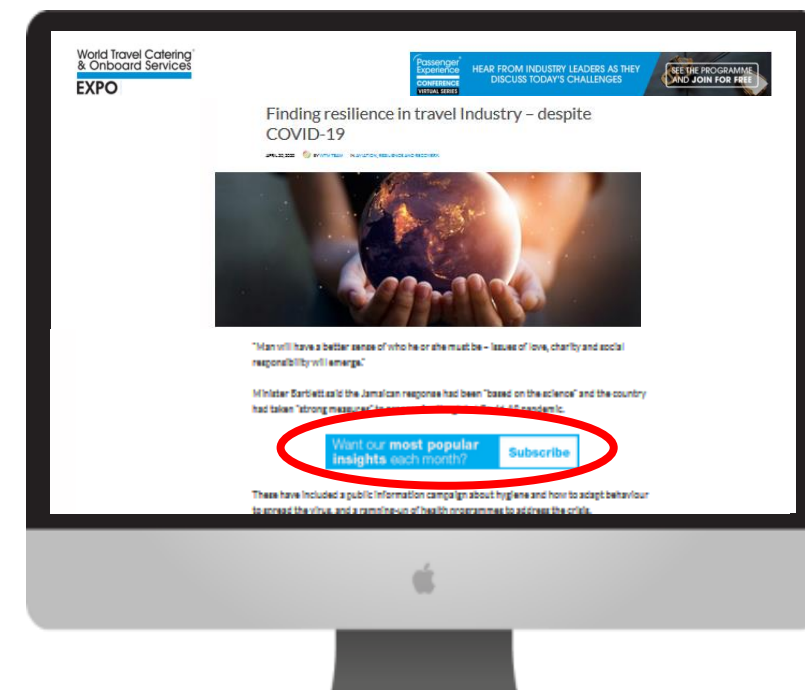
A Sitewide Leaderboard (728x90)



B Homepage Medium Rectangle (300x250)



C In-Article Leaderboard (728x90)



Sitewide Leaderboard

Size: 728 x 90px

Location: Appears on every page of the hub

Exclusive price for **3 months** sole promotion. €1,250

Homepage Medium Rectangle

Size: 300x250px

Location: Only appears on the homepage

Exclusive price for **3 months** sole promotion. €950

In-Article Leaderboard

Size: 728 x 90px

Location: Appears on blog articles and content pages after the first paragraph

Exclusive price for **3 months** sole promotion on all articles on the hub €1,250

Specific content Specific content sponsor for one article, or a range of articles for 1 month €600



Exclusive Hub Sponsor

What are you getting?

- Sole tenancy takeover of ALL digital banner advertising on the hub for a three month period
- Place your business front and centre on the whole WTCE content hub by taking over ALL banners on the site so you will be seen by ALL visitors
- Link the banners directly to either your exhibitor profile or your company website.

What are the benefits?

Enhanced Brand Exposure:

Only your adverts will be shown everywhere on the hub.

Be at the forefront of all visitors' minds by promoting your product or brand across entire site.

Your adverts will be seen across the hub for three calendar months as visitors browse the hub to engage in the latest insights, interviews and industry and WTCE event news.

Build Brand and Product Awareness:

Link your banners to your exhibitor directory profile, company website or dedicated landing page where visitors can get more information and contact you.

Create a real impact:

Align your brand with WTCE and thought leadership articles published on the hub. Make sure your product is seen by all key decision makers visiting the hub from the global travel catering and onboard passenger services industry.

PACKAGE INCLUDES ALL ADVERTISING BANNER POSITIONS ON THE HUB:

- Ⓐ **Sitewide Leaderboard** (728x90px)
- Ⓑ **Homepage Medium Rectangle** (300x250px)
- Ⓒ **In-Article Leaderboard** (728x90px)



High
visibility



Create a real
impact



Brand
awareness



Product
promotion



Lead
generation

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Package Price:
€ 3,250

Top tip: This is a great option for a product launch campaign i.e. have teaser banners in the lead up across the whole platform to create a buzz in the lead up to the launch.



Sponsored Content: Guest Blog

What am I buying?

- Opportunity to write a (vetted) article to publish on the content hub as a Guest Blog
- A fantastic opportunity to showcase your expertise on business critical issues or demonstrate your brand as thought leaders in the industry
- Your blog post will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure and ensuring your ideas are available to a wider audience
- Promotion across WTCE social media channels

What are the benefits?

Demonstrate Thought leadership:

Make sure your knowledge and expertise is seen and read by the industry, beyond your own website and collateral.

Brand Exposure:

Be at the forefront of readers minds by associating your product/service to a particular subject area.

Build Brand and Product Awareness:

Link your guest blog article to your exhibitor directory profile, company website or dedicated landing page where visitors can get more information and contact you.

Promotion: Guest blog posts will receive one social media post to promote their published article across each WTCE social media channel (LinkedIn, Twitter, Instagram, Facebook).

**Price: €995
per post**



Thought
leadership



Brand
awareness



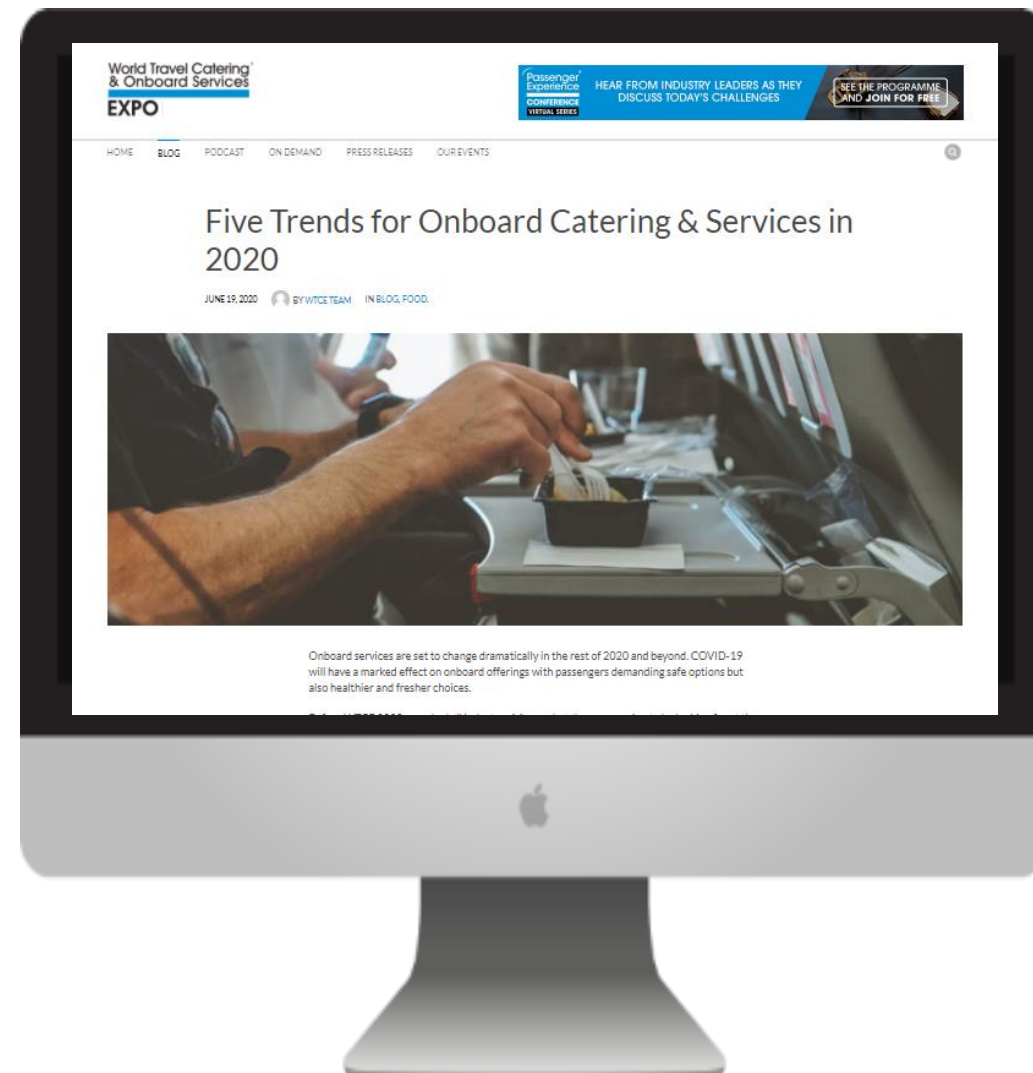
Drive
engagement



Product
promotion



Lead
generation





Sponsored Content: Q&A Interview

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What am I buying?

- Opportunity to feature as a guest in a written Q&A interview and published on the content hub to promote what you're doing (500-700 words)
- Opportunity to demonstrate subject area expertise and thought leadership
- Your interview will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure and ensuring your ideas are available to a wider audience
- Promotion across WTCE social media channels

What are the benefits?

Demonstrate Thought leadership:

Make sure you're industry knowledge and expertise is read by the industry, beyond your own website and collateral.

Brand Exposure:

Be at the forefront of readers minds by associating you and your company with a topical subject matter

Build Brand and Product Awareness:

Link your interview to your exhibitor directory profile and also repost on your own company website and social media channels.

Lead Generation:

Online form or link posted at end of interview to allow reader to request more information.

Promotion:

Guest interviews will receive one social media post to promote their published interview across each WTCE social media channel (LinkedIn, Twitter, Instagram, Facebook).

Price: €995

Top tip: This has worked well alongside product launches in the past; be sure to discuss the industry trends too and not just a sales pitch for your product.



Thought
leadership



Brand
awareness



Drive
engagement



Product
promotion



Lead
generation



Sponsored Content: Podcast

What am I buying?

- Opportunity to feature as a guest and be interviewed on a PAX Week Views podcast
- Opportunity to demonstrate subject area expertise and thought leadership
- Content longevity – Podcast remains available on the Content Hub. No time limit unless you express an expiry date
- Promotion across WTCE social media channels

What are the benefits?

Demonstrate Thought leadership:

Make sure you're industry knowledge and expertise is heard by the industry, beyond your own website and collateral.

Brand Exposure:

Be at the forefront of listeners minds by associating you and your company with a topical subject matter

Build Brand and Product Awareness:

Link your podcast interview to your exhibitor directory profile and also repost on your own company website and social media channels.

Promotion:

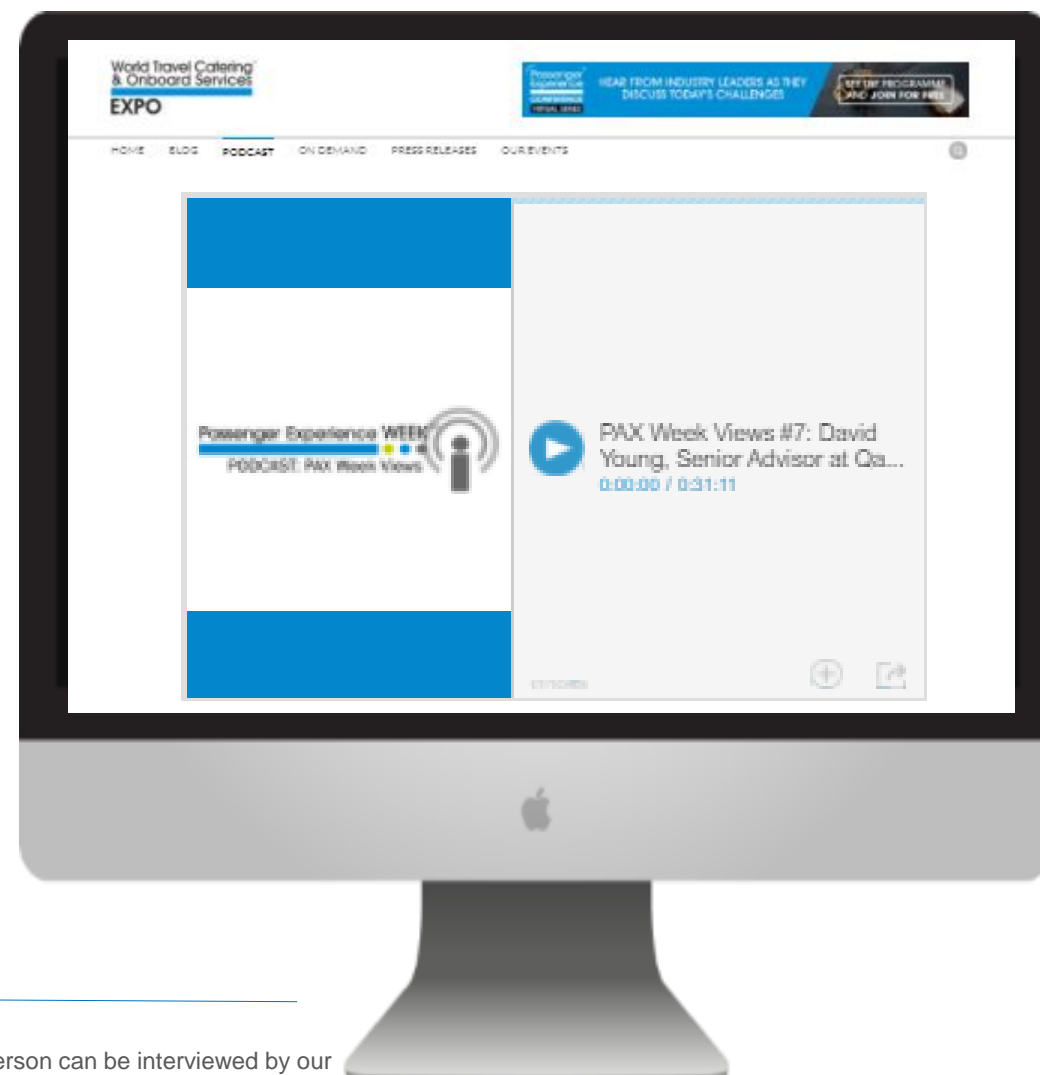
Podcasts receive social media posts across WTCE channels to promote their published interview (LinkedIn, Twitter, Instagram, Facebook).

Price: €995

What are the specs?

Podcast can last up to 30mins. More than one person can be interviewed by our selected presenter.

We work together to agree appropriate subject area and questions before recording.



Thought
leadership



Brand
awareness



Product
promotion



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 BrightTalk PEC webinar channel of 2353+ 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

Price: €4,950

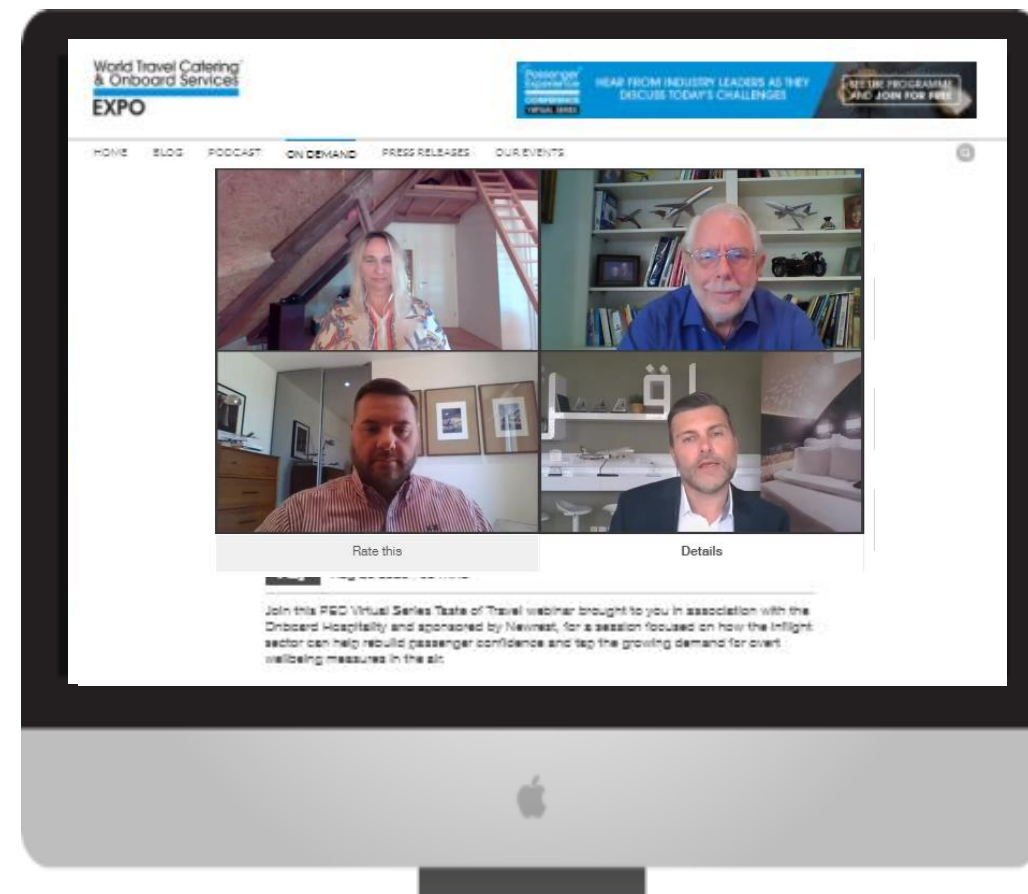
What are the specs?

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.



Lead generation



Thought leadership



Brand awareness



Create a real impact



Drive engagement



What's new onboard online

What am I buying?

- Image, 50 word description and link to a document/video on the 'What's New Onboard Online' section on the content hub
- Included in email sent to WTCE Visitor database - including 1300+ airline & rail buyers - with link to the 'What's New Onboard' web 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



Product
promotion



Brand
awareness



Drive
engagement



Lead
generation

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DISCOVER
NEWLY LAUNCHED PRODUCTS
AND SEE THEM AT THE SHOW

ANAIK "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-loved snacks worldwide! Pizza and fries combined in a convenient, ovenable box perfect for catering during flights. The box is customisable, customers can choose the pizza flavour and replace the fries with another pizza slice.

[Find out more](#)



Kasih Food - stand 1A95

Kasih Food is launching a new innovation in Mediterranean food called Mèzete. Mèzete 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 mezza.

[Find out more](#)





Online Product Showcase

What am I buying?

- Image, 100 word description and link to a document/video on the 'Product Showcase' section on the content hub
- Included in email sent to WTCE Visitor database - with link to the 'Online Product Showcase web 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 showcase will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure

What are the benefits?

- **Product Promotion:** Communicate and present your products to prospect buyers 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: €1,250



Product
promotion



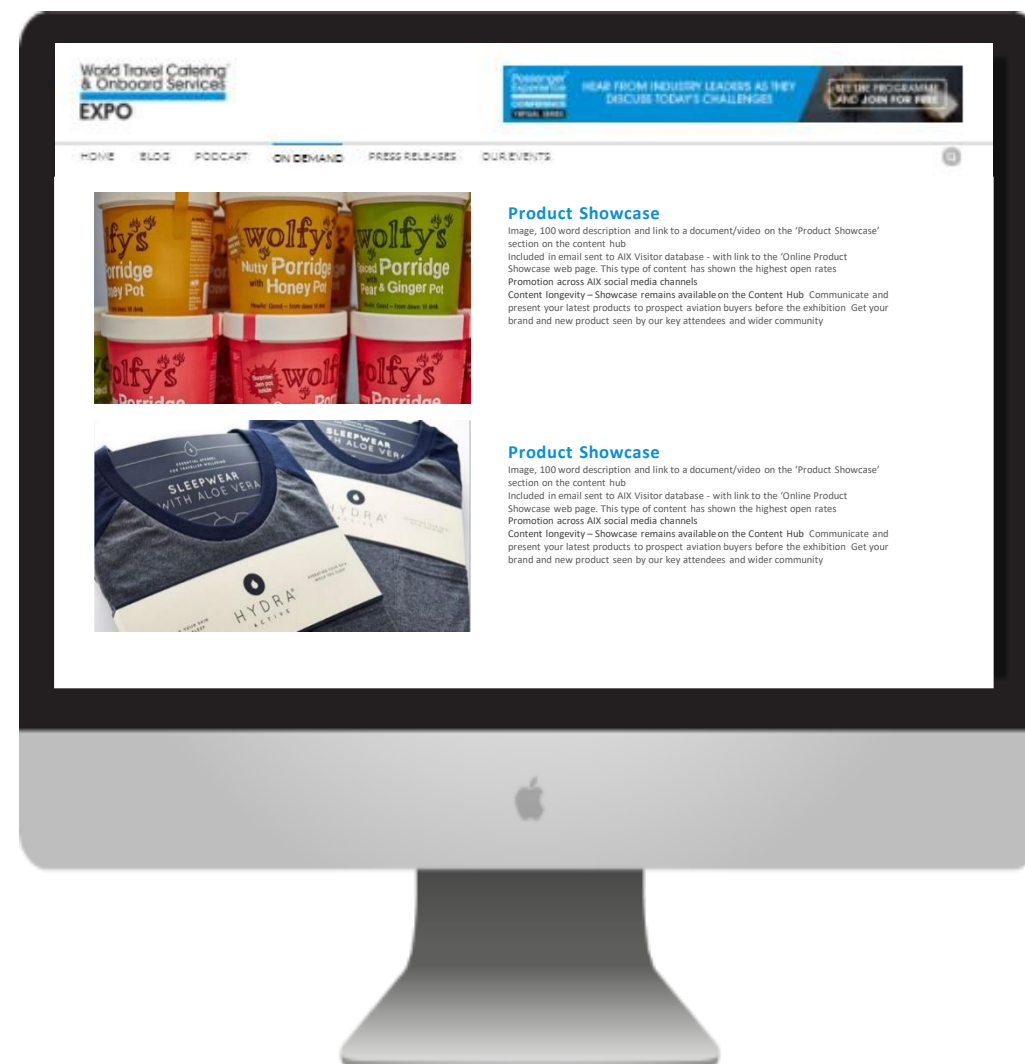
Brand
awareness



Lead
generation

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Product Takeoff – Digital Pitch **Coming soon**

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What am I buying?

- A brilliant opportunity to get your product directly in front of buyers
- A 10 minute private online presentation/pitch of one product to a number of key industry buyers (min of 3)
- Option to provide virtual tastings and demonstrate your product benefits
- Receive 10 minutes feedback from VIP buyers and advice on how to be successful in the onboard market
- Connection to senior VIP buyers

***Any samples to be mailed ahead of presentation at own cost using agreed third party mailing house**

What are the benefits?

- **Product Promotion:** An exclusive opportunity to communicate and present your product to senior VIP buyers
- **Target Audience:** Captive audience of senior buyers ready to engage directly with your product
- **Drive Engagement:** Receive feedback and advice from industry experts on how to be successful in this lucrative market
- **Create Impact:** Potential to develop a deal and get your product onboard

Price: POA



Product
promotion



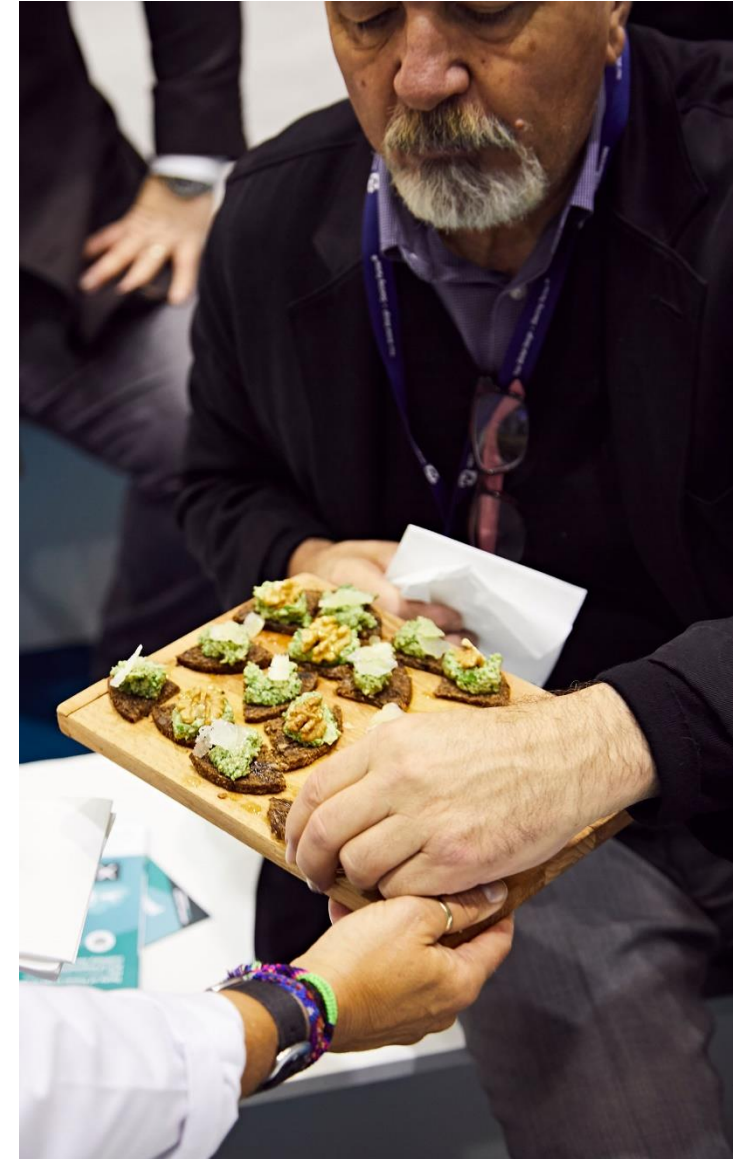
Targeted
audience



Create a real
impact



Drive
engagement



Organised by

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