

World Travel Catering<sup>®</sup>  
& Onboard Services

**EXPO** | **VIRTUAL**  
14 - 16 SEPT 2021

THE MARKETPLACE FOR ONBOARD SERVICES

**ACCELERATE YOUR RECOVERY**

For more information visit

[www.worldtravelcateringexpo.com](http://www.worldtravelcateringexpo.com)

Opening hours: 7am-10pm (CEST)

# Welcome to WTCE Virtual

World Travel Catering & Onboard Services Expo (WTCE) has gone virtual to ensure you stay connected with travel catering & onboard service professionals around the world.

As the travel industry begins its recovery, senior buyers are searching for the latest products and innovations to elevate their passenger experience above the competition.

Our bespoke matchmaking services ensure your company is aligned to the interests of our buyers, sourcing the next product to enhance the passenger experience.

Now more than ever, it is important to stay connected and demonstrate to key buyers you're open for business and ready to help the industry take off.

Create new connections, strengthen existing partnerships and seize fresh opportunities to position yourself as the go to supplier to transform the onboard passenger experience.

**Accelerate your recovery and join  
WTCE Virtual on the 14th-16th September 2021.**





# How Will It Work?

## Your virtual stand

Build your exhibitor profile to highlight the benefits of using your products and services. Showcase your products, key contact information, website and social media links.



## Product listing

Share your innovations with the industry. Upload your products and services to your profile to engage potential buyers and encourage them to request an appointment with you.



## 1-2-1 appointments

Schedule 30-minute, 1-2-1 meetings with high quality buyers ahead of the event. Manage your calendar of appointments through our matchmaking tool which will suggest who to meet based on the services you provide and our buyers' business needs. Explore additional opportunities, as you can open your diary to facilitate drop-in meetings with visitors throughout the event.



## Concierge service

Ensure your three days run smoothly with our concierge service. Customers will receive SMS, call and email reminders about any pre-scheduled meetings.



## Targeted promotional opportunities

Our promotional opportunities will help you highlight your services to key buyers who need your help create the ultimate passenger experience. Stand out from the competition and ensure you're the go to supplier.



**VIEW THE PLATFORM DEMO NOW**



# Your Virtual Stand

Showcase your business to the travel catering and onboard services industry who are eager to explore new solutions and innovations for their cabins. Ensure you're top of the list when it comes to prioritising their screen time.

## What's included in the package:

- Customisable virtual booth
- Exhibitor listing
- Product listing within your profile
- Matchmaking service – highlighting your services matched to buyers' interests
- A diary to arrange 1-2-1 prescheduled meetings
- Send and receive meeting invitations
- Concierge service
- Lead capture with business card drop ability
- Access to the conference programme
- Personalised exhibitor contact cards
- Booking announcement on social media
- Drop-in meetings with attendees

Basic €1,200	Pro €2,600	Expert €4,650
<ul style="list-style-type: none"> <li>• 2 x exhibitor contact cards</li> <li>• 2 x product listing</li> <li>• 20 meeting invites</li> <li>• 1 x profile video</li> <li>• Ability to preschedule meetings with: <ul style="list-style-type: none"> <li>• Visitors</li> <li>• Media</li> <li>• Exhibitors</li> </ul> </li> </ul>	<div>RECOMMENDED</div> <ul style="list-style-type: none"> <li>• 5 x exhibitor contact cards</li> <li>• Unlimited product listing</li> <li>• 30 meeting invites</li> <li>• 2 x profile videos</li> <li>• Ability to preschedule meetings with: <ul style="list-style-type: none"> <li>• <b>VIPs - Airlines &amp; Rail Operators</b></li> <li>• Visitors</li> <li>• Media</li> <li>• Exhibitors</li> </ul> </li> <li>• Enhanced contact card, positioning you at the top of category and meeting searches</li> </ul>	<p><b>Pro package, Plus:</b></p> <ul style="list-style-type: none"> <li>• Included within the VIP/Airline Digital Offer Bag</li> <li>• 10,000 remarketing impressions</li> </ul> <p><b>Save €500 with this package</b></p> <p><b>Limited availability</b></p> <div>MAXIMIZE YOUR BRAND EXPOSURE!</div>



# Promotional Opportunities

Stand out and get noticed by buyers as they research and select who they want to meet at WTCE Virtual.

Ensure the people you want to meet make it a priority to schedule a meeting with you. Our branding opportunities will help you to increase your presence at the event, leading to more brand awareness and quality meetings with high valued buyers.



# Headline Sponsor

Position yourself as a leading supplier of the travel catering & onboard services industry. Be seen by senior professionals from around the globe attending WTCE Virtual.

EXCLUSIVE

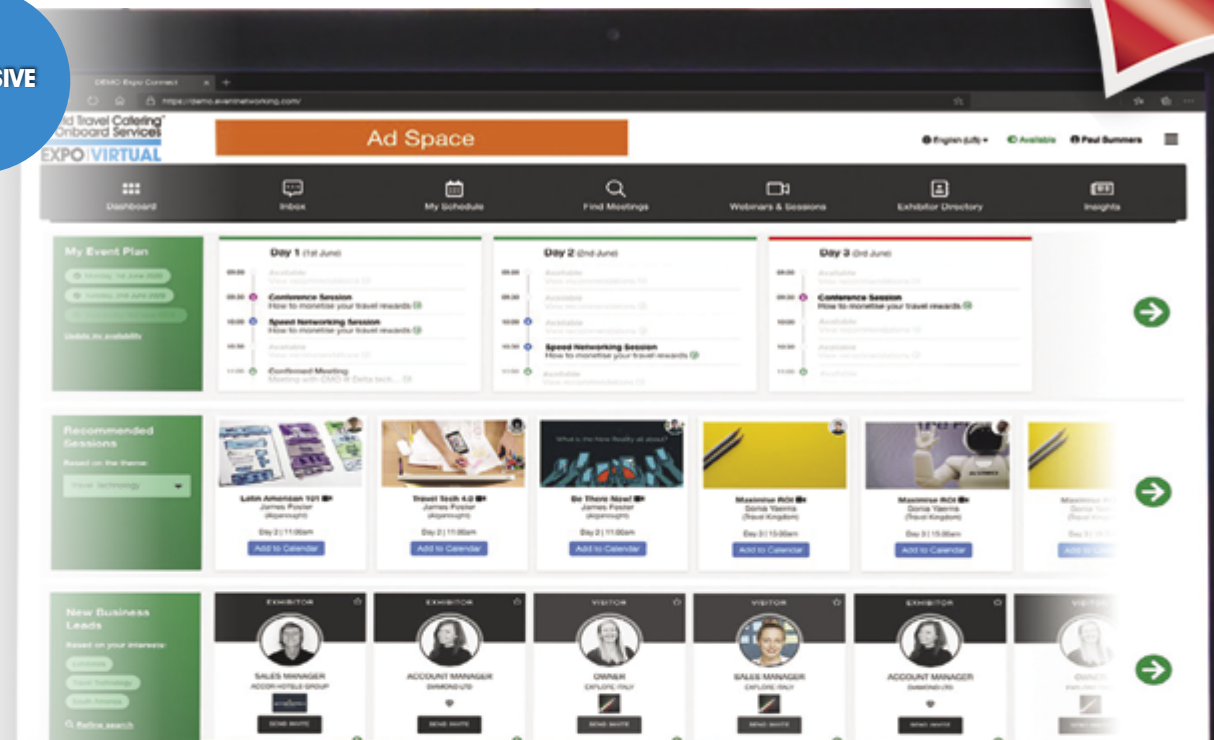
## Your package will include:

- Your logo on all key pages of the platform which will link directly to your profile
- Your logo on event login pages
- Advert within the exhibitor listing of your chosen category
- 2 x dedicated headline sponsor social media posts
- Branding included within all emails to the WTCE database and registered attendees

€10,250

## Technical Specifications:

Image: PNG/JPG; 600px W x 200px H



No. 1  
VIEWED  
PROFILE\*

\*Previous Headline Sponsors have generated the highest viewed profile, driving traffic to their stand via this opportunity.

# Registration Sponsor

Maximise visibility to the entire audience of WTCE Virtual. Your branding will be placed on the main page of registration and throughout the registration form for all visitors to the event. Your branding will also be placed in registration confirmation emails.

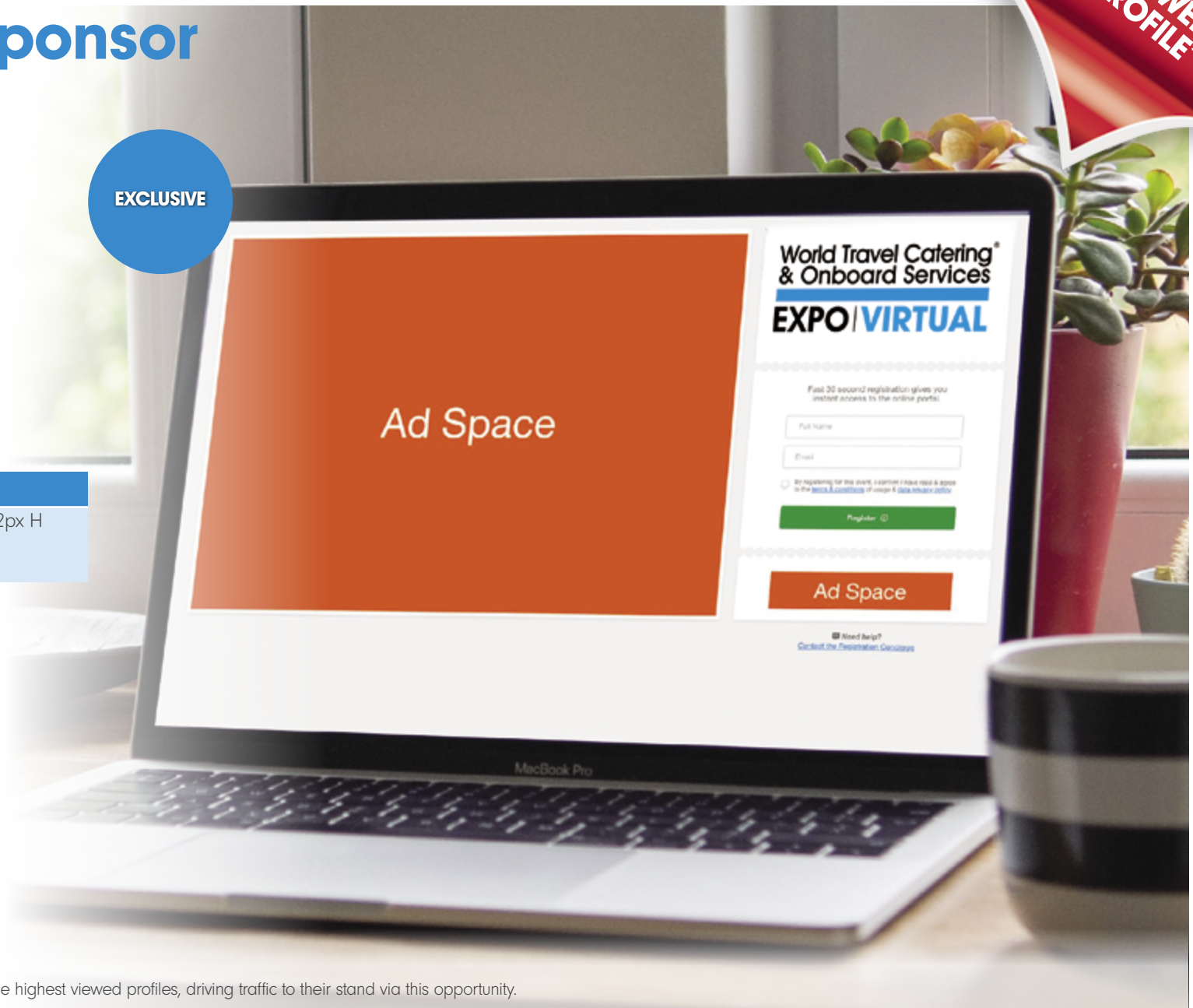
€6,000

## Technical Specifications:

Image: PNG/JPG; 1024px/4096px W x 768px/3072px H  
OR  
Video: MP4 max 30 seconds; 720p/1080p W

EXCLUSIVE

TOP  
VIEWED  
PROFILE\*



\*Previous Registration Sponsors have generated one of the highest viewed profiles, driving traffic to their stand via this opportunity.



# Product Showcase Opportunities

## Product Demonstration Video

Ensure buyers can witness the full capabilities of your product/service with a 10 minute pre-recorded demo video. Your video will be displayed on-demand within a dedicated product showcase library.

€1,250

LIMITED  
AVAILABILITY

Sourcing  
products  
is the No.1  
reason to attend!

## Exclusive Presentation

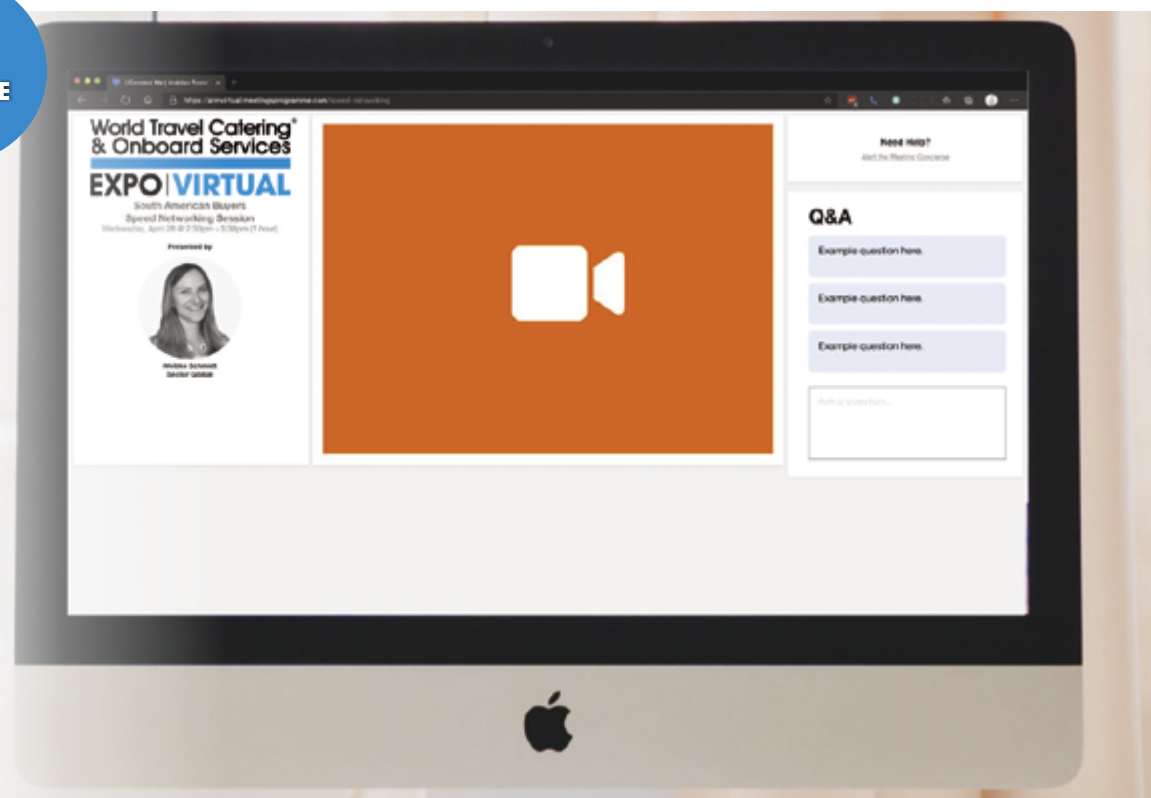
Let our buyers enjoy a 30 minute presentation of your product/service and get acquainted with the key benefits of your company. Position yourself as a thought leader, industry expert and key supplier as your session appears within the Passenger Experience Conference programme.

3  
AVAILABLE

### Your package will include:

- Inclusion within a dedicated email to the WTCE database
- Promoted within the Passenger Experience Conference
- A pre-recorded session, promoted at a live time within the programme to maximize exposure\*
- Available on demand during the event, 2 weeks post-show on the platform and uploaded to our WTCE content hub for year round coverage
- 2 x dedicated social posts

€8,500



\*Broadcast times will be provided at the Conference Manager's discretion.

# Personal Dashboard Sponsorship

An opportunity for your company to be displayed on the user's personal dashboard to enhance your brand awareness and increase new meeting opportunities as the banner links to your exhibitor profile.

## Banner A:

Full length banner which will sit at the top of personal dashboards.

**1 available**

**€1,750**

## Banner B:

Full length banner which will sit in the middle of personal dashboards.

**1 available**

**€1,250**

## Banner C:

Rectangle banner which will sit at the foot of the personal dashboards alongside 3 others.

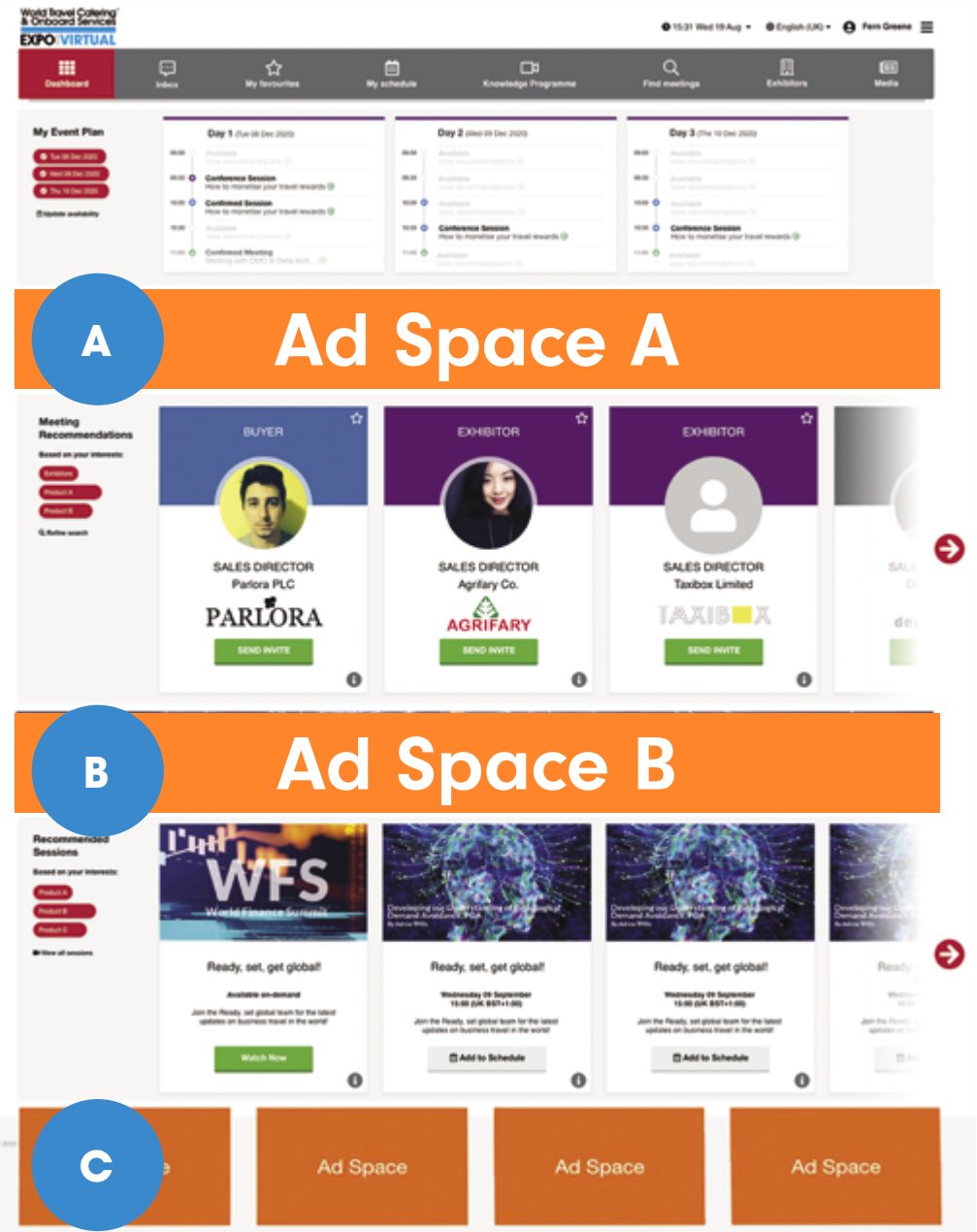
**4 available**

**€500**

### Technical Specifications:

Banner A & B - Image: PNG/JPG; 1760px W x 80px H

Banner C - Image: PNG/JPG; 100px W x 400px H



# Digital Offer Bag

Utilise the Digital Offer Bag to promote your presence at the event through this interactive flipbook, providing you with:

- **Brand exposure** to our global VIP audience
- **Increased traffic** to your stand
- **Lead generation** as the user inputs their email to redeem the offer

The Digital Offer Bag will be **exclusive for our VIP buyers** and will be used as an incentive to join us at the event to gain access to our exhibitor's offers. The platform will receive promotion in exclusive emails sent pre-show and during the event to encourage buyers to redeem offers.

Place your brand in the hands of buyers and tailor the offer to suit your objectives.

## Example offers:

- Private event invitation
- Gift giveaway
- Product/service discount
- Competitions
- Send samples
- Product launches
- Prize draw to follow your social accounts
- Virtual quiz with prizes

Speak with the team today to create your bespoke digital bag offer.

**Digital Offer Bag - Sponsor: €4,000** (including 1 offer)

**Digital Offer Bag - Entry: €1,250**



[VIEW TEST DEMO](#)

[VIEW VIDEO WALK THROUGH](#)



# Category Sponsor

Be seen as a leading supplier in your category as buyers search for companies to meet with. As a category sponsor your company ad will be pinned to the top row, increasing your visibility within your specialized area. Promote your brand and your products to prompt buyers to schedule a meeting with your company.

LIMITED  
AVAILABILITY

**1 per category: €750**

## Technical Specifications:

Image: HTML; 600px W

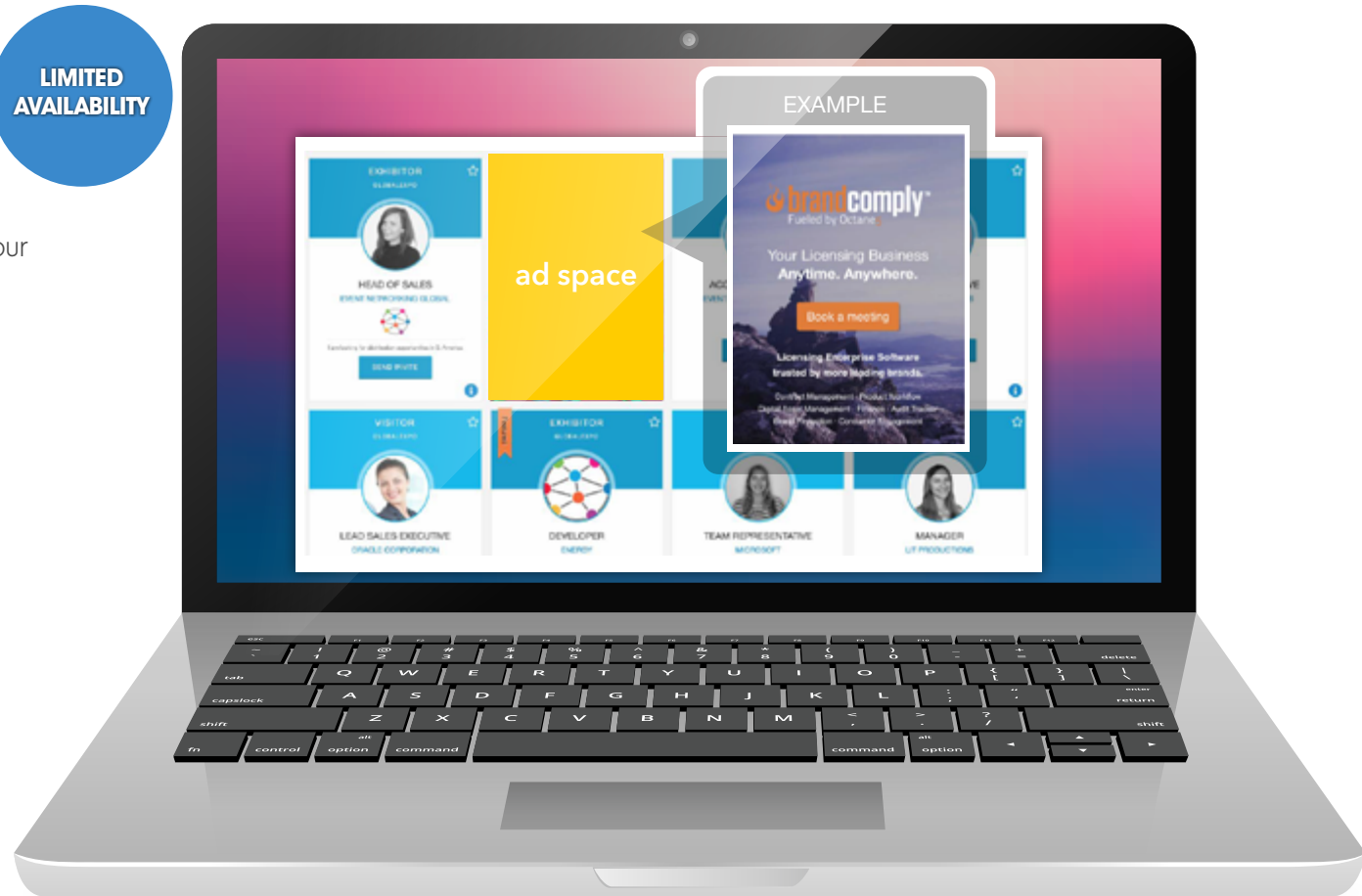
Structure: Background image

Headline Title - Max. 48 characters

Main action button - Max 60 characters

Available categories to sponsor:

- Airport Lounges
- Ancillary Revenue
- Beverages
- Connectivity and Communications
- Ecommerce Systems
- Food
- Food Service Equipment
- Full Service Provider
- Hygiene
- IFE
- Logistics/Transport
- Mobile Apps
- Onboard Retail
- Packaging
- Passenger Comfort & Wellbeing
- Toys/Games
- Trade Publications/Media
- Uniform



# Conference Programme Sponsorship

TOP  
VIEWED  
PROFILE\*

**Passenger Experience Conference Sponsor:** Exclusive opportunity to align yourself with sector experts providing the latest innovative solutions, new ideas and next steps into the evolution of the passenger experience, onboard environments and services. Gain full exposure across the WTCE and AIX audiences.

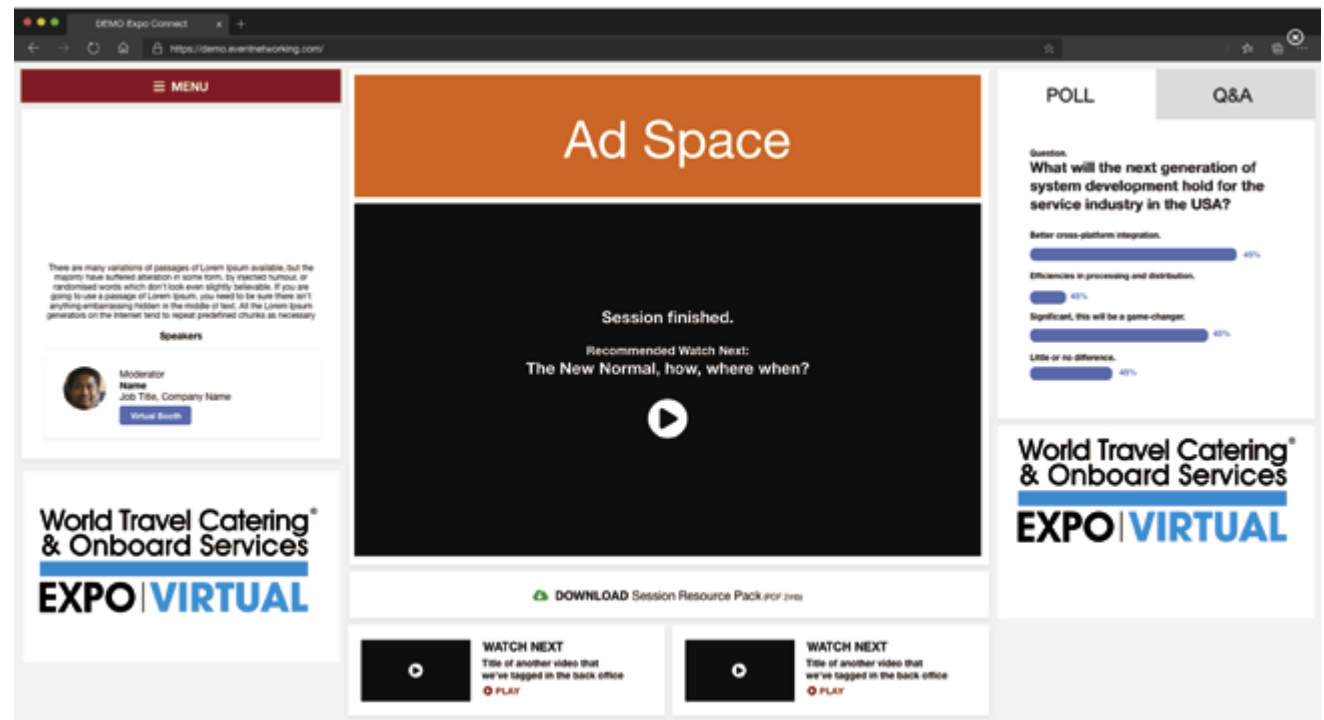
€25,000

**Taste of Travel Conference Sponsor:** Promote your company alongside travel catering and onboard services experts sharing experiences and case studies to help the industry tackle the latest challenges.

€9,000

## Conference Sponsor Includes:

- Headline banner included in every session within the programme
- Branding on all conference programme promotion, included within:
  - Emails to the WTCE database
  - Session announcements
  - Advertisements
  - Website coverage
  - Social media coverage
  - Promotional graphics (images and video)



## Technical Specifications:

Format Image (PNG/JPEG)

Width 900px (min) / 2048px (max), Height 90px (min) / 200px (max)

Suggested Ratio (w/h) 10:1

\*Previous Conference Sponsors have generated one of the highest viewed profiles, driving traffic to their stand via this opportunity.

# Email Promotion



Drop into the inbox of thousands of buyers to promote your company's services and products. Ensure you're at the forefront of their minds when they are selecting which exhibitors they want to meet with during the event. Include a content block or a hyperlinked web banner in the body of our visitor emails sent to travel catering and onboard services professionals around the globe.

## Email Sponsorship:

Select from either

- A. Sponsored content block
- B. Sponsored banner

€1,750

Limited availability, dates secured  
on a first come first serve basis

### Technical Specifications:

#### Content block

- One image sized to 275x170px
- Heading text (Max 117 Characters with spaces)
- Content Body text (Max 460 Characters with spaces)
- CTA button text (Max 22 Characters with spaces)
- URL link for CTA button

#### Banner

- One image sized to 610x120px
- URL link for banner

World Travel Catering  
& Onboard Services

EXPO VIRTUAL



Hi Ella,

We know how hard 2020 was for the cabin interiors industry, but the recovery is now beginning. Make sure you're ready for 2021 by showing that you're open for business.

From August 31 to September 2 2021, the cabin interiors industry will get together again to define the future.

Over 500 major businesses from around the globe have already signed up to be there, including Boeing, United Airlines, Cogo Inflight and [many more](#).

Your business could be there with them, displaying the products that will go on to help with the recovery. Get in touch with our team today and find out how you can make a success of 2021.

[Find out more](#)

A

Share your product with the ADK audience

Do you have new solutions to share with our audience? Receive coverage all year round on the ADK Hub, the best place to promote your company, products or services. Get in touch about the available options.

[Contact us](#)



B

AD SPACE BANNER





# Website Promotion

## Remarketing Campaign

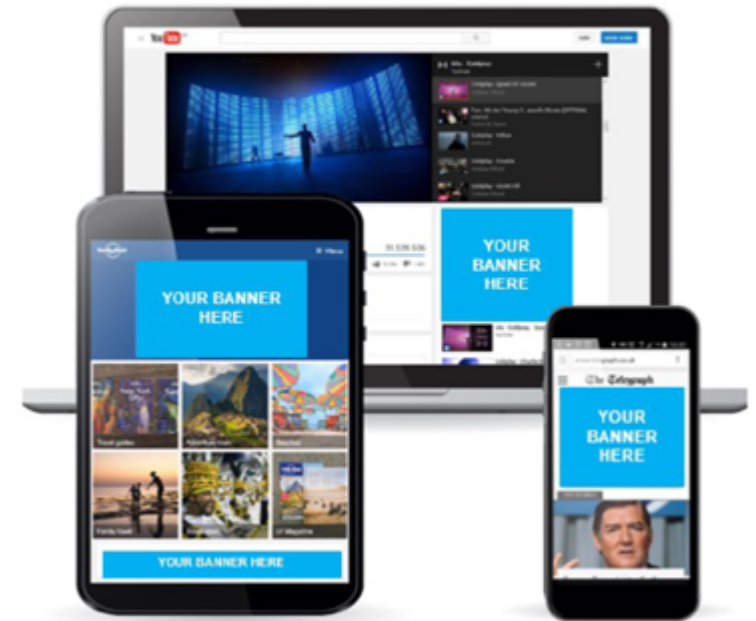
Our Remarketing campaign places your banner advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you online at WTCE Virtual. Your adverts can be targeted to specific countries or worldwide and each targeted professional will be shown your advert between 2 and 20 times.

Available Packages	Price
10,000 Remarketing impressions	€1,300
30,000 Remarketing impressions	€2,575
50,000 Remarketing impressions	€3,914

## Website Banners

Gain high visibility in front of travel catering and onboard services professionals during the peak event build-up. Generate leads before the show and link your profile to the banners so buyers can view your company ahead of the event.

Page	Banner	Price (€)
Homepage	A - 1 week	3,440
	B	2,700
	D	1,600
Exhibit	B	2,645
Visit	B	1,600
	D	405



# Additional Product Promotional Opportunities

Extend your reach to the industry before and beyond WTCE Virtual, through the **WTCE Content Hub**.

Our global online content platform provides industry insights, innovations, expert views, news and more. Providing you with an opportunity to promote your product & brand all year round to an engaged community of travel catering and onboard services professionals.

## Opportunities at a glance:

### Online Product Showcase

Communicate and present your products to prospect buyers all year round with a product showcase entry on the WTCE Content Hub.

Your package will include:

- Dedicated product profile page on the WTCE Content Hub
- Promoted in a newsletter sent to entire WTCE database, including airline & rail buyers
- 1 x dedicated social post across WTCE channels
- Your product showcase will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure

**Promoting a new product?** Present your latest product under our popular **What's New Onboard Online directory**.

*\*Only new products launched from April 2019 are eligible for entry*

**€950 per listing**



### Technical Specifications:

- 1 hi-res image of the product (png. file preferred)
- A 50 word max 'summary' description of the product
- Product Description - 300 words recommended in total).
- Any additional product imagery, videos, press release or PDFs you'd like to include.

## Sponsored Content Article

Demonstrate your thought-leadership and present your product as a solution to enhance the passenger experience onboard, through either a guest blog or Q&A interview on the WTCE Content Hub. Both these written article formats provide a fantastic opportunity to showcase your expertise on business critical issues or demonstrate your brand as thought leaders in the industry.

**Your package will include:**

- 1 published content article on the WTCE Content Hub (recommended 500-700 words)
- Featured in a newsletter sent to entire WTCE database, including airline & rail buyers
- 1 x dedicated social post across WTCE channels
- Your article will remain on the WTCE Content Hub (unless advised otherwise) providing prolonged brand exposure and ensuring your ideas are available to a wider audience

**€995 per article**

# Take Part In WTCE Virtual

The industry needs you, ensure that you're one of the businesses taking the lead and supporting the industry to take off.

Visit the website to book today: [www.worldtravelcateringexpo.com](http://www.worldtravelcateringexpo.com)

Or contact the team on:

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