

WTM Virtual Recover. Rebuild. Innovate.



VIRTUAL

9-11 November 2020

WTM Virtual – We are coming to you

After 40 years of you coming to us, WTM London 2020 is coming to you! We are facilitating a **completely virtual event which is taking place on 9-11 November, 7am-10pm GMT.**

The main aim is to help recover and rebuild and shape the travel industry at a time when it needs it the most. The virtual event will focus on restoring and developing business connections, growing your network, your brand and learning how to make your comeback.

Across the three days, the virtual event will feature:

- Connect Me: 1-2-1 meetings platform for attendees to meet and network online
- Live conference sessions: 2 virtual theatres with keynote and industry leaders, plus additional on-demand content sessions
- Roundtables and forums: debates tackling the issues the industry is still facing
- Destination briefings and press conferences

Why take part in WTM Virtual?

There is not a more critical moment to be a part of the discussion, to be a part of casting the vision and aligning your business within that future landscape and marketplace.

The best place to participate in these conversations is WTM Virtual.

Our virtual platform allows for relevant content and pertinent contact information to be strategically positioned and linked, immediately accessible to interested parties.

The sector is being reshaped and redefined.

Make sure you are present where the major decisions are being made. Book your virtual stand today.

Who attends WTM Portfolio Events?

When booking a stand at WTM Virtual, we will actively promote the event as part of our marketing campaign across email, social channels and our website.

Attendee Audience at a Glance

Travel trade professionals attend to meet new and existing contacts, gain industry insight and keep up to date with the latest travel trends.

WTM Buyers' Club present key industry buyers attending the event to source products from exhibitors. These are senior industry leaders who look to discuss business opportunities, network with exhibitors and sign contracts.

International Media attend each year to report on the latest stories and keep up to date with the industry, including bloggers, journalists and consumer media.

Portfolio Email Data Universe

WTM Portfolio: **252,461**

WTM Buyers' Club: **23,117**

Media: **12,306**



Top attendees by company activity

**Hotels, Airlines,
Transport** providers,

Travel Technology suppliers



Our Online Community

Being part of WTM Virtual provides you with an opportunity to engage with our online audience through our social media channels across the entire WTM Portfolio.

330k WTM Portfolio Social Media Reach



143K Facebook



132K Twitter



20K LinkedIn



30K Instagram



4.5k YouTube

WTM Virtual – Key Benefits

Directory Listing

Present new products and services in the Product Showcase. Similar to on-stand presentations, you can showcase your products and services plus you can add video- and website links and brochures. Make sure to add your product categories too – this will make it easier for buyers to find you.

Generate New Leads

Use our innovative virtual event platform to connect and share ideas. Schedule individual thirty-minute video meetings and network with industry professionals. You can use these to exchange business cards, draw up new contracts and keep the conversation going, all while growing your network.

1-2-1 Meetings

The meetings function within WTM Virtual is exclusive to buyers, media and exhibitors only, allowing you to connect with the highest level of travel trade industry professionals with direct purchasing power. Every buyer has to create their own attendee profile, adding product and regions they are interested to buy from. This helps you to find new contacts that match your business needs.

Conference sessions

Attend live conference sessions, debates and forums from industry experts covering a range of key areas such as hotels, aviation, resilience, sustainability, and recovery in a post-Covid 19 world.

Your Virtual Exhibiting Package

	STANDARD PACKAGE	PREMIUM PACKAGE
Price	£2,400	£6,495
Listing on WTM London Exhibitor Directory	✓	✓
Product Showcase (Virtual Booth) at WTM Virtual	✓	✓
Highlighted Listing in both WTM London and WTM Virtual Directories		✓
Access to Connect Me meeting platform	✓	✓
Attendees representing Main Stand Holders	3	10
Meeting Requests per attendee	10	10
Opportunity to bring virtual sharing companies	✓	✓

Listing on WTM London Exhibitor Directory*

The WTM London Exhibitor Directory is the most viewed page on the WTM London website attracting over 850,000* views in the lead up to the event.

You will receive a listing in the Exhibitor Directory, which is the first place where buyers will research the event. In the directory you can upload products, social media links, white papers and brochures.

The profile you created for the WTM London Exhibitor Directory will be uploaded to your **Product Showcase at WTM Virtual**.

We encourage you to ensure your profile is complete as soon as possible to ensure that buyers and media can schedule appointments with you.

You can update profile in the Exhibitor Portal.



Do you have problems accessing your account?



+44 (0)20 8271 2171



[Contact Customer Service](#)

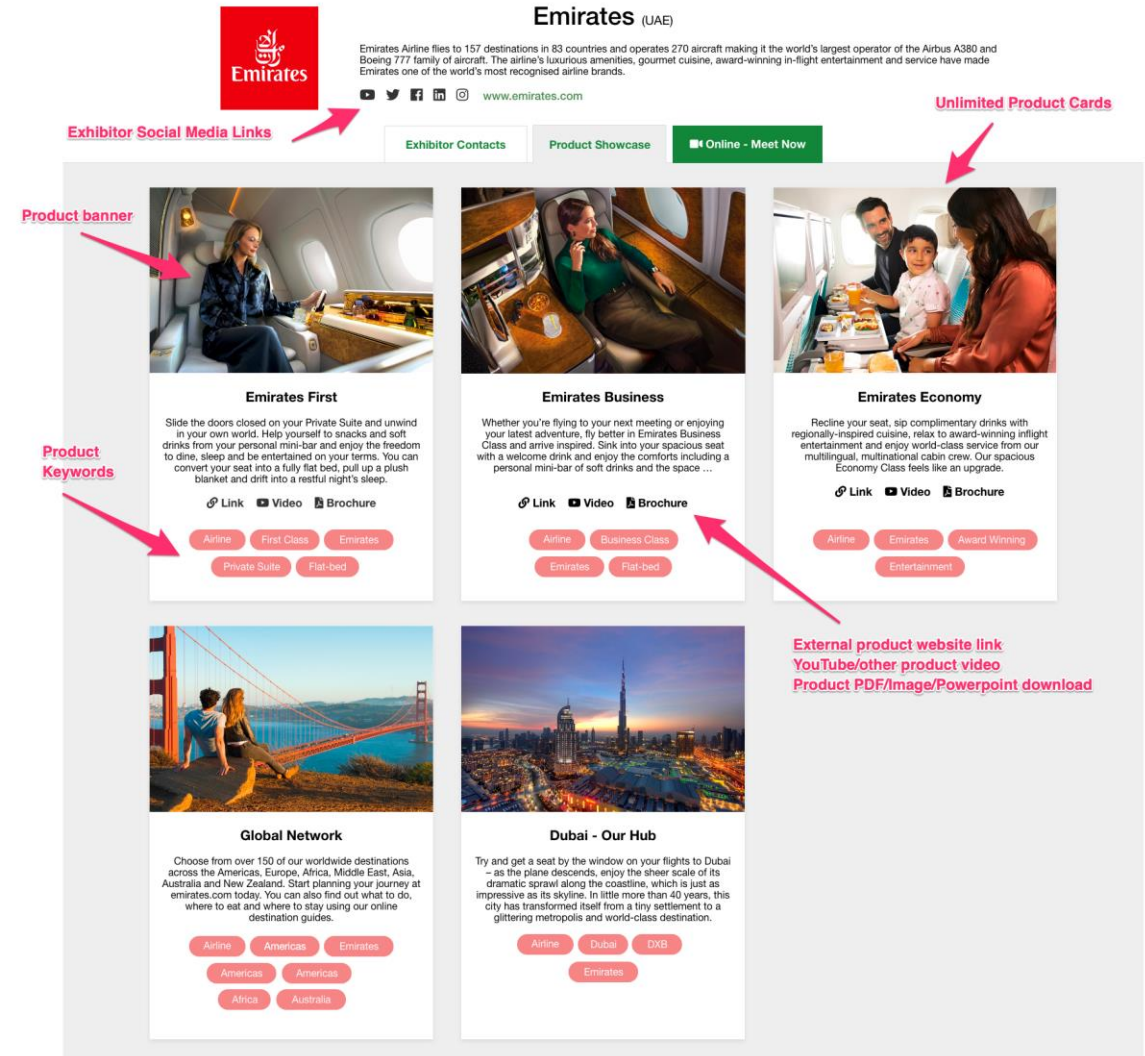
** Based on 2019 stats*

Product Showcase (Virtual Booth) at WTM Virtual

The profile you created for the WTM London Exhibitor Directory will be uploaded to your Product Showcase at WTM Virtual.

The Product Showcase will act as your Virtual Booth at WTM Virtual and will feature

- Dedicated and Sharable landing page
- Social Media Links
- Unlimited Product Cards
- External links to product websites or YouTube
- Product keywords for enhanced search
- Option for meet now
- Share contacts for scheduled meetings



Your Allocated Meeting Requests

You will be able to:

- As an attendee to WTM Virtual you will be able to request 10 meetings with buyers, media and fellow exhibitors.
- Should your request be declined or not accepted within a reasonable time, the allocation will be credited back to you.

Example: Paul Smith requests 10 meetings with buyers. 7 of these meetings are accepted and 3 are not accepted.

Paul gets his allocation of unused meeting requests back. He now can send out 3 more meetings.

- Buyers, Media and other exhibitors can request meetings with you directly.
- During WTM Virtual, a 'drop in' area will be available. People will be able to request ad hoc meetings with you. This means, they can directly ask you on the day for a meeting without pre-booking it.

Incoming meeting requests do not impact your allocation.

Do you need more meeting requests?

Speak to your colleagues if they have allocation available*** or buy more.

	10	15	20
Meeting Requests	£700	£975	£1,200

*** Do you need to reallocate meeting requests?

Speak to us:



connectme@eventnetworking.com



+44 (0)20 3918 5835

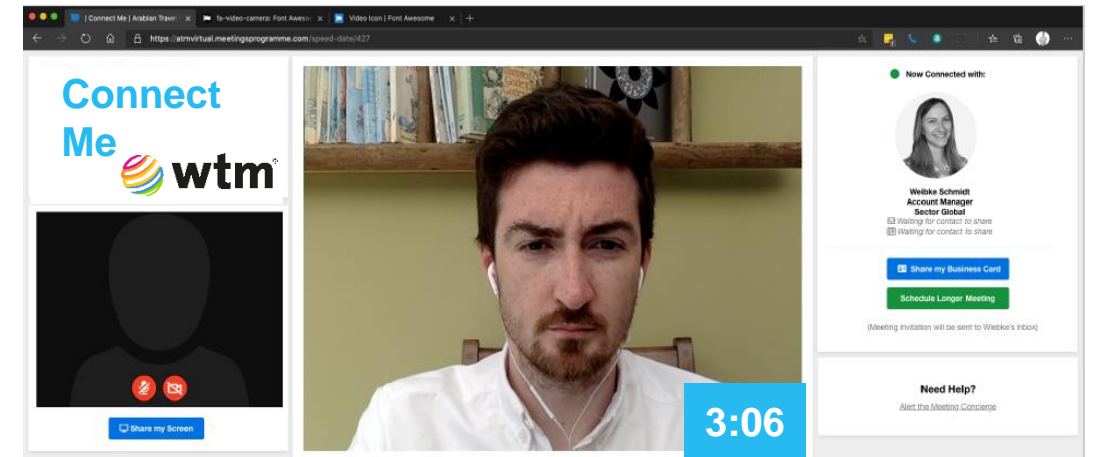
Meeting Requests on Connect Me

Connect Me is our networking tool, helping you to find buyers that match your business needs and to arrange meetings in advance to the show.

Plus you will benefit from:

- **Improved search functionality** - Find buyers that are interested in your products and services.
- **All in one place** - Schedule your meetings and conference sessions you want to see before the show – and all of this will be synced in your outlook diary.
- **Reminders** – You will get a notification 20 minutes before each meeting to ensure no meetings will be missed

Once you have registered your badges, your account administrator will receive your unique login details to Connect Me in a Welcome Email from the Connect Me team.



Do you need help? Speak to us:



connectme@eventnetworking.com

+44 (0)20 3918 5835


Your Meetings at WTM Virtual

Your meetings include:

- You can have up to 8 participants in each video meeting
- Each meeting is scheduled for 30 minutes. You are able to:
 - Exchange business cards
 - Share your screen
 - Share files
- The meetings provide you a great opportunity to:
 - Meet new buyers or potential business partners
 - Reconnect with existing partners
 - Present new products
 - Get business deals done
 - Grow your network

Do you require more people to represent your company?

The price per additional attendee is **£750** which includes 10 Meeting Requests



Sharing Companies

Do you want to bring your partners or stakeholders to WTM Virtual?

We have options available to ensure you can have sharers represented on your profile similar to the live event.

	<20	20-40	>40
Sharers	£2,150 each	£1,900 each	£1,650 each

SHARING COMPANY INCLUSIONS

Listing on WTM London Exhibitor Directory	✓
Listing on WTM Virtual Exhibitor Directory	✓
Access to Connect Me Meeting Platform	✓
Attendees Per Sharing Company	3
Meeting Requests per attendee	10