



UKINBOUND  
THE VOICE OF INBOUND TOURISM

# UK PAVILION EXHIBITOR BROCHURE

# Recover. Rebuild. Innovate



WTM Virtual will take place from  
**Monday 9 - Wednesday 11 November**  
from **07:00 – 22:00 GMT** each day.  
UKinbound will be hosting the official  
**‘UK Pavilion’** where we look forward to a  
strong presence.



WTM 2019 was a resounding success for our  
stand sharers and whilst the format of the  
show will be different this year, we are  
confident that the virtual show will deliver  
similar successes for our exhibitors

# Key Benefits

## BRAND RECOGNITION

Hosted under the official UK Pavilion will assist in buyers finding your business and provide your business with a stamp of authentication

Present new products and services in the Product Showcase. This virtual booth allows you to showcase your products and services using video- and website links and brochures.

## GENERATE NEW LEADS

The new innovative virtual event platform allows you 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.

## ONE-TO-ONE MEETINGS

One-to-one meetings are exclusively for buyers, media and exhibitors only, allowing you to connect with the highest level of travel trade industry professionals with direct purchasing power.

Every buyer will have 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.

## WEBINAR AND ROUNDTABLES

Attend live 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.

# Virtual Exhibiting Package

Company listing under  
featured 'UK Pavilion' in WTM  
Virtual Event Exhibitor  
Directory

Inclusion in the UKinbound  
promotional activity pre-show  
(including press releases, trade  
communications and in the UK Pavilion  
digital magazine)

Company Product Showcase  
(Virtual Booth) under UK  
Pavilion at WTM Virtual  
(see page five)

Three virtual badges to  
represent your  
company.

Access to Connect Me meeting  
platform with up to  
10 confirmed meetings per  
representative  
(see page six)

Unlimited incoming meeting  
requests from buyers, media  
and other exhibitors





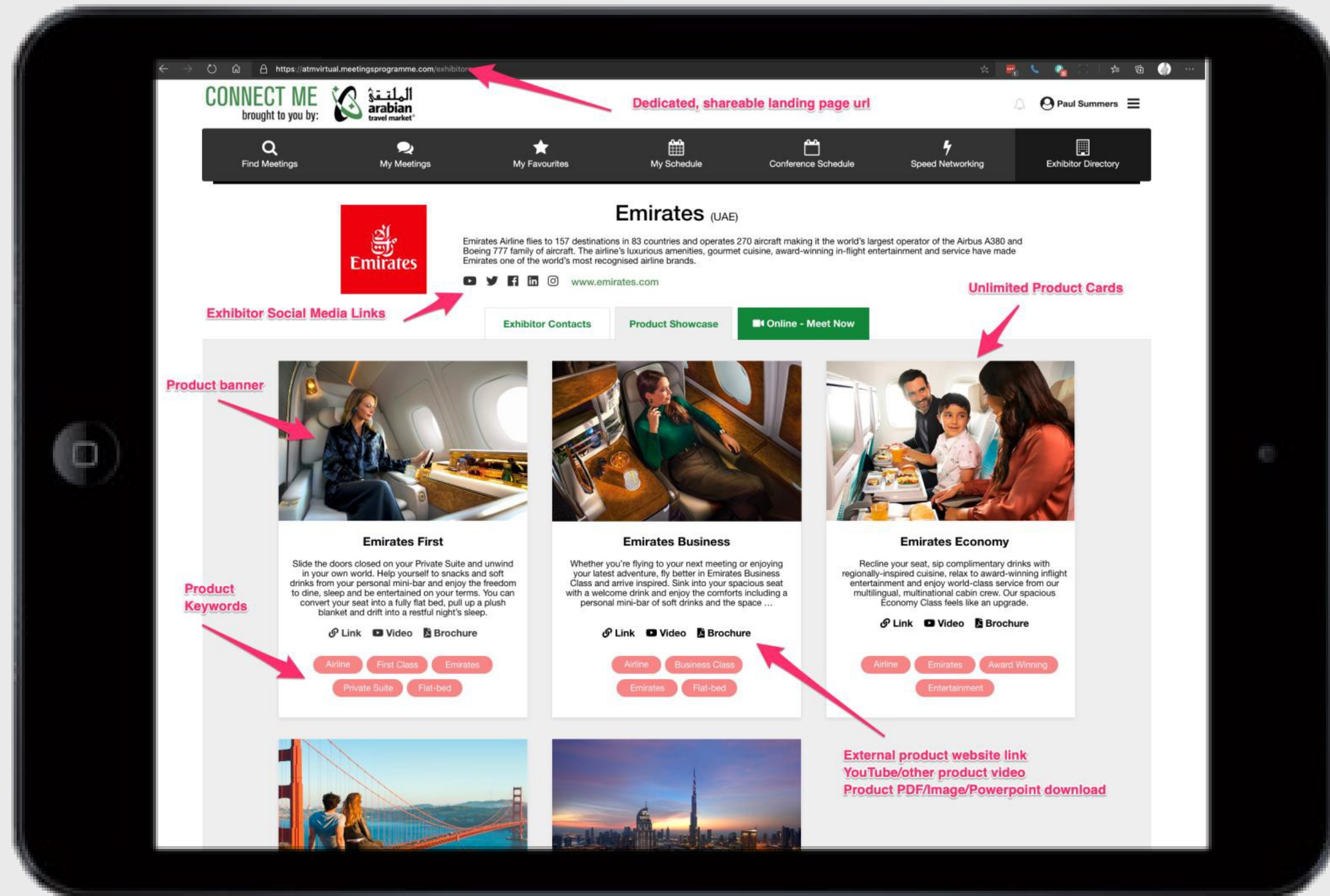
# Exhibitor Virtual Booth

## COMPANY PRODUCT SHOWCASE

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



# One-to-One Meetings

## CONNECT ME NETWORKING TOOL

As an attendee to WTM Virtual you will be able to request 10 meetings with buyers, media and fellow exhibitors using the Connect Me networking tool.

The intuitive system allows companies to search and find buyers that match your business needs and to arrange meetings in advance to the show.

Buyers, Media and other exhibitors can also request meetings with you directly, these requests do not impact your allocation.

During the show, a 'drop in' area will be available where visitors can request ad hoc meetings with you. This means, they can directly ask you on the day for a meeting without pre-booking it.

Should your request be declined or not accepted within a reasonable time, the allocation will be credited back to you.



### Your meetings include:

30 minute meeting with up to 8 video participants  
You are able to; exchange business cards, share your screen for presentations and also share files.

Do you need more meeting requests? Attendees can either share allocation with colleagues or simply purchase additional requests

# Pricing

£2,300<sub>+VAT</sub>

Virtual Member Exhibitor

£2,400<sub>+VAT</sub>

Virtual Non Member Exhibitor



# Booking

Exhibiting places will be strictly allocated on a 'first-come, first-served' basis.

Upon receipt of the completed booking form, a member of the UKinbound Team will be in touch within five working days to confirm your booking.

We will then issue an invoice for a non-refundable deposit of £500+VAT, with payment due within 30 days of the invoice date. Your place will be confirmed upon receipt of payment only.

Please find the UKinbound Terms and Conditions for WTM Virtual [HERE](#)



**wtm**<sup>®</sup>  
VIRTUAL  
9-11 November 2020  
**MEMBER EXHIBITOR  
REGISTRATION**



**wtm**<sup>®</sup>  
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# ANY FURTHER QUESTIONS?

*Please email The UKinbound Events team at  
[wtm@ukinbound.org](mailto:wtm@ukinbound.org)*

