



Reconnect. Rebuild. Innovate.



wtm[®]

LONDON

1–3 November 2021



wtm[®]

VIRTUAL

8–9 November 2021

WTM London 2021 - A Hybrid Event



As the world slowly returns to normal and consumers book holidays and are escaping to exciting destinations, the travel industry needs to be ready. In November 2021, WTM London will be running live for the first time in over a year at ExCel London. But this time, you can have the best of both worlds with our new hybrid event format, we will be hosting our physical event in London followed by a virtual event taking place the week after.

WTM London will be one of the first major physical international travel events taking place this year, attracting huge global attention in what will be a pivotal time for the travel industry.

We will proactively target and attract the highest quality new and existing buyers keen to gain market intelligence, explore new ideas and meet with new and existing suppliers. So, are you ready? Because we are very excited to be running a physical event again and we can't wait to welcome you back to London... this year really is about bringing the travel community together and helping to rebuild one of best industries in the world.



We Can't Wait to Welcome You Back

Why Exhibit?

- **Don't Miss Out** - Recent research has highlighted that buyers can't wait to get back to physical events, in particular trade shows, to look for new business opportunities.
- **Stay Ahead of the Competition** - WTM London & WTM Virtual will be promoted to our unrivalled database, generating the largest possible international travel trade and media audience, making it a time and cost effective platform for any destination or company to promote itself globally.
- **Connect with the Industry** - WTM will proactively target and attract the highest quality buyers from around the world keen to expand their network, source new contacts or meet with existing customers.
- **Target your Key Markets** - 'Connect Me' our meeting tool enables you to focus on key market segments and pre-schedule meetings with the buyers in advance of the events.
- **Bring your Brand to Life** - Create your virtual booth on the WTM Virtual platform and enhance your profile, showcase your products by uploading videos, weblinks and visuals.
- **Restore Confidence** - Consumer confidence to travel is key which your destination can gain by networking and meeting with the trade and media attending the events.
- **Take Advantage of New Digital Tools** - We have created new digital tools enabling you to generate new leads and help measure your return on investment and objectives.
- **Trust in our Brand and Experience** - WTM is part of Reed Exhibitions, a global exhibitions company with years of expertise running highly successful events both physically and virtually.
- **Dedicated Account Management** – A member of our expert sales team will work with you to create a bespoke solution that achieves your objectives and will provide full support pre, during and post show to ensure success.



Opening Times



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1–3 November 2021

WTM London

Monday 1 November	10:00-18:00
Tuesday 2 November	10:00-18:00
Wednesday 3 November	10:00-17:00



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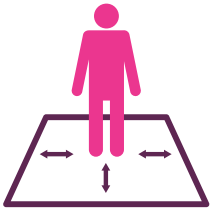
8–9 November 2021

WTM Virtual

Monday 8 November	07:00-22:00
Tuesday 9 November	07:00-22:00

All times are in UK local times

We Are Making WTM London Safe with the Following Guidelines



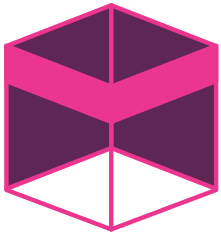
Venue Density Rules:

Due to physical distancing, we must abide by the capacity rules set out by the government :1 person per 4m² stand density: The main stand holder must ensure they don't exceed the maximum capacity on the stand during build-up, show open and breakdown.

To calculate: 1 person per 4m² of usable stand space including all exhibiting personnel and visitors coming onto your stand

Example 1: 750m² = 187 people in total on the stand at any one time

Example 2: 40m² = 10 people in total on the stand at any one time



Exhibitor Badging:

In light of current density rules and to keep everyone safe and to ensure maximum visitation on the stand, exhibitor badge registrations have been limited to 1 badge per 6m² of contracted stand space. Main stand holders are responsible for managing numbers of all staff according to capacity rules and they will also need to register all sharers and allocate badges for the live event. Your account manager will take you through what this means for you and help you choose the right space for your needs.

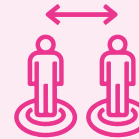
Service, Safety & Security:



All attendees to wear a facemask at all times



Avoid shaking hands and exchanging business cards



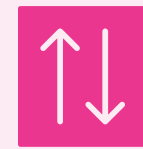
Observe 2m social distancing



Sanitisers are readily available at multiple locations



We encourage contactless transactions and there will be no onsite registration



Ensure you follow the floor arrows and adhere to one-way and two-way traffic flow where indicated

Stand Options

There are 3 main options for your participation at the physical event in London. An online stand at WTM Virtual is included in all physical show options below.

1. **Shell-Scheme Stand + WTM Virtual**
2. **SmartSpace Packaged Stand + WTM Virtual**
3. **Space-Only Stand + WTM Virtual**

A space-only option, gives you the flexibility to create a stand that you and your team will man in London, combined with your virtual stand for a complete package. There are 2 options with Space Only:

- **Design & Build Your Own Stand** - employ a stand contractor to design and build your stand. This option will need to be completely managed by you.
- **SmartSpace** – we can do it for you with our in-house design team 'SmartSpace'.



Stand prices at WTM London are based on stand size, location and number of open sides.

For an accurate quote based on your exact requirements, please contact a member of our team who will be happy to help.

What is SmartSpace?

SmartSpace is a Reed Exhibitions in-house design and build service, available to 'Space Only' Exhibitors who have booked stands of 15m² and above.

- As a department within Reed Exhibitions, you can rest assured you are working with a secure and trusted partner
- We offer a no-obligation innovative design service, unique to your specific requirements
- Our highly experienced Project Management team have years of experience at Reed Exhibitions shows
- You'll receive dedicated on-site support from build-up and through the duration of the show
- All stand plans and Health & Safety documentation will be submitted on your behalf
- We can include your SmartSpace stand design package on your space contract, making it easy to manage with one contract, one invoice and by dealing with one company

For more information please
CLICK HERE

Shell Scheme Stand



This visual is an example of a standard shell scheme stand. The actual number of walls would vary depending on the number of corner/s contracted for each stand.

Shell scheme stands include: white walls, aluminium ceiling grid, carpet and nameboard. Electrics, lights and furniture are available to order via the official venue supplier.



For a superior look and feel, which will better reflect your brand, why not book a SmartSpace package.

**To see options
CLICK HERE**

Your Exhibiting Package

Your Main Stand Holder Package Includes

Onsite Presence	Based on SQM
Badges Physical Event	1 per 6sqm
Badges Virtual	10
Listing on WTM London Directory	✓
Listing on WTM Virtual Directory	✓
Access to Connect Me Platform at WTM London	✓
Access to Connect Me Platform at WTM Virtual	✓
Option to have sharers on your stand at WTM London	✓
Lead Generation Tool	Emperia is included
Digital Incentive Bag	Optional
Enhanced Listing	Optional
Option to add on virtual only sharers	✓

Sharer Package Includes

Onsite Presence	Based on main stand holder
Badges Physical Event	Badges allocated by main stand holder
Badges Virtual	3
Listing on WTM London Directory	✓
Listing on WTM Virtual Directory	✓
Access to Connect Me Platform at WTM London	✓
Access to Connect Me Platform at WTM Virtual	✓
Lead Generation Tool	Emperia is included

Don't forget, the great news is, if you exhibit at the physical event this year, you will automatically get included in the virtual event!

WTM London Exhibitor Directory

As part of your exhibitor package you will be included on both WTM London and WTM Virtual exhibitor directory.

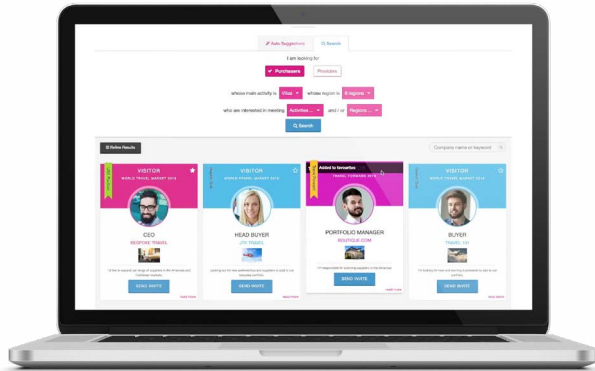
The WTM London Exhibitor Directory is one the most viewed pages on the website attracting over **850,000* views** in the lead up to a event. You will receive a listing on the WTM Exhibitor Directory, which is the first place buyers click on to research the event. Bring your brand to life by uploading products, social media links, white papers and brochures.

Stand out from the crowd, and generate 88% more views by upgrading to a Premium Enhanced Directory listing. These are only offered to a select number of exhibitors. A member of our sales team will be happy to take you through the benefits and details.



*These stats are from 2019

'Connect Me' Meeting Tool



Connect Me is our networking and meeting tool, helping you to find buyers that match your business needs so you can arrange meetings in advance of WTM London and WTM Virtual.

Benefit from:

- **Effective search functionality** - find buyers specifically interested in your products and services.
- **Each meeting can be scheduled** in a 30 minute timeslot.
- **All in one place** - schedule your meetings and seminar sessions you plan to attend before the show which can be synced to your outlook diary.
- **Reminders** – all meeting participants will receive a notification 20 minutes before each meeting to ensure no meetings will be missed.
- **Manage one diary across both events.**

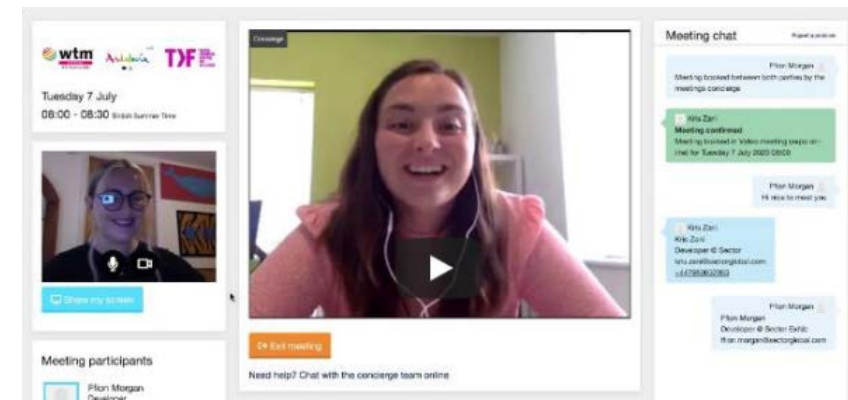
Two separate companies can meet in a video meeting with up to 8 provided they are all registered for WTM Virtual

You are also able to:

- **Exchange business cards**
- **Share your screen**
- **Share files**
- **Meet new buyers or potential business partners**
- **Reconnect with existing partners**
- **Present new products**
- **Get business deals done**
- **Grow your network**

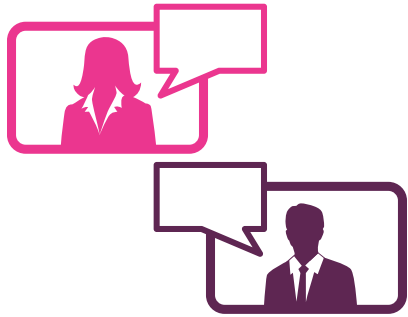
Drop-in Meetings

There will also be the ability for buyers to request meetings with you on the day simply by visiting your virtual stand. Make sure you are logged in so you don't miss out on all those extra meetings!



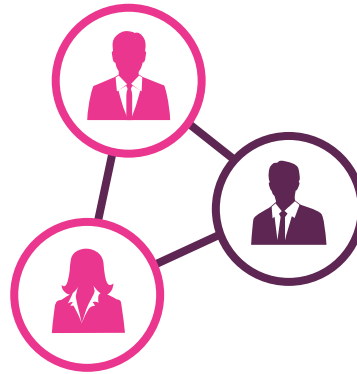
So What is WTM Virtual 2021?

Whatever type of stand option you choose at WTM London, WTM Virtual will be included as part of your package. WTM Virtual will take place online from 8-9 November, the week after the physical event in London.



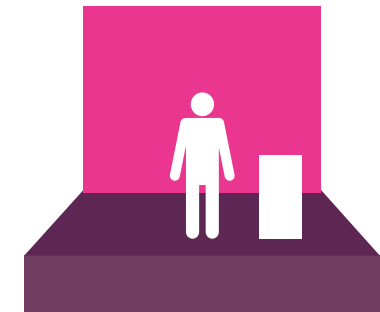
1-2-1 Meetings

Use the virtual event platform to connect and share ideas. Schedule individual 30-minute video meetings and network with industry professionals. Exchange business cards, draw up new contracts and keep the conversation going, all while growing your network.



Generate New Leads

Connect with the highest level of travel trade industry professionals with direct purchasing authority. Every buyer creates their own attendee profile adding product and regions they are interested to buy from. Find new contacts matching your business needs.

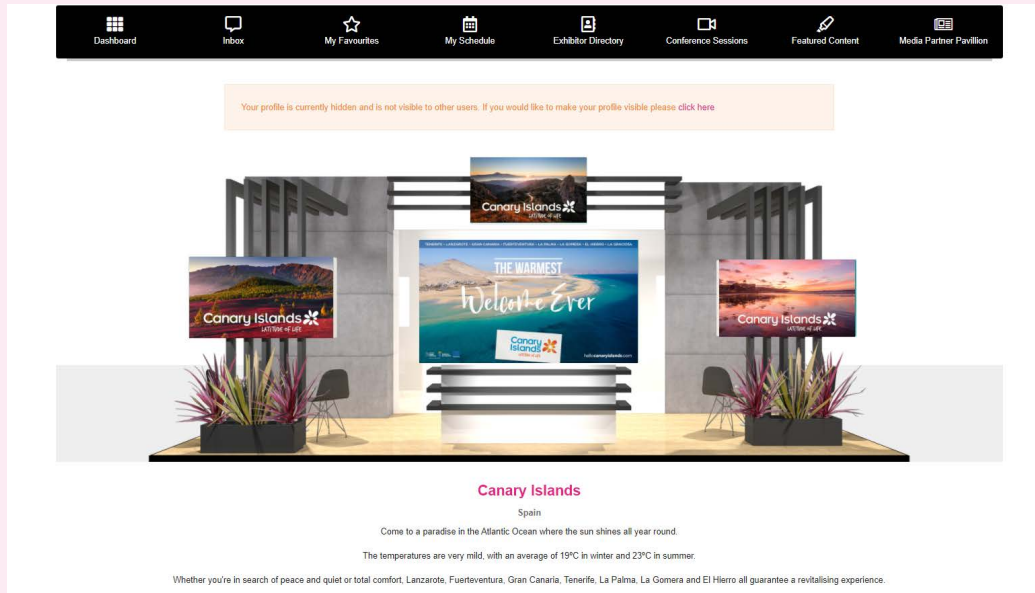


Conference Programme

Attend sessions, debates and forums from industry experts. Topics will include a range of key areas such as hotels & hospitality, aviation, resilience, destination briefings, luxury travel, responsible tourism, and recovery in a post Covid-19 world.

Your WTM Virtual Stand

Main stand holders and sharers will be able to create and design their own 3D booth as per the example shown here.



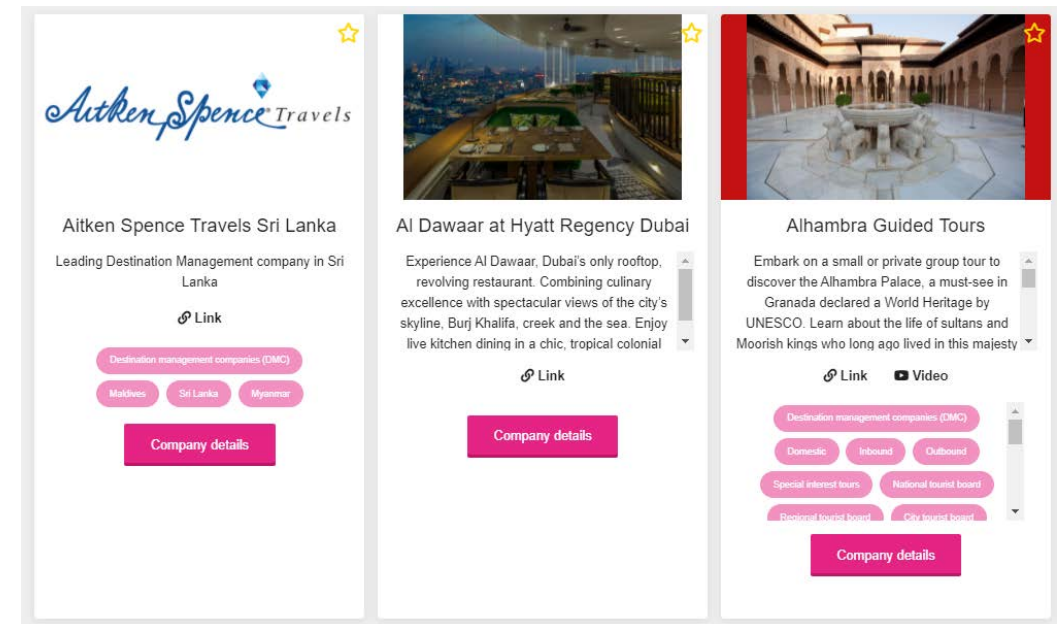
By having a virtual stand you can bring your brand and products to life.

This includes:

- **Dedicated landing page**
- **Social media links**
- **Unlimited product cards**
- **External links to product websites or YouTube**
- **Product keywords for enhanced search**
- **Add option for drop-in meetings**

Product Showcase

Showcase and present your new products and services by adding videos, website links and brochures. Make sure to add your product categories too as this will make it easier for buyers to find you.



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We look forward to welcoming
you back to London this year.



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Contact a member of the sales team on
the below form to discuss your tailored
solution to participate this year.

[CLICK HERE TO CONTACT US](#)