



STEP BY STEP

Stage 1. Exhibitor Portal

Stage 2. Platform to schedule meetings



wtm[®]

LATIN AMERICA

10
YEARS

FOR EXHIBITORS (Main Stand holders)

FOR SHARERS

1st STAGE – Exhibitor Portal

- Step 1.** [Receive your access by e-mail.](#)
- Step 2.** [Describe the details of your organisation.](#)
- Step 3.** [Register the sharer company's names \(if there is any\).](#)
- Step 4.** [Make sure your sharers receive their login details to the portal.](#)
- Step 5.** [Order badges for your team.](#)

- Step 1.** [Receive your access by e-mail once the main stand holder registers your company.](#)
- Step 2.** [Describe the details of your organisation.](#)
- Step 3.** [Register your team at the event.](#)

2st STAGE – ConnectMe (appointment system)

- Step 1.** [Plan your participation.](#)
- Step 2.** [Receive your access by e-mail and make sure that your sharers have received the login for the platform.](#)
- Step 3.** [Choose the profile administrator.](#)
- Step 4.** [Check your organisation's information.](#)
- Step 5.** [Create your personal profile.](#)
- Step 6.** [Home](#)
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- Step 9.** [Business Card](#)
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FOR EXHIBITORS AND SHARERS

Emperia

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Exhibitor Dashboard

[Exhibitor Dashboard](#)

**1st
STAGE**

Exhibitor Portal

STEP 1

Receive your access by e-mail

FOR EXHIBITORS

The person appointed as the administrator in the contract will have access to the portal where it will be possible to reset your password and login

FOR SHARERS

The person registered by the main stand holder as the contact for the sharer company will have access to the portal where it will be possible to reset their password and login

Haven't you received the access details? Please check your spam box and if you do not find it, please contact:



+55 11 4659-0012



customerservices@rxglobal.com

STEP 2

Describe the details of your organisation

This step is very important as the exhibitors with a complete company profile attract more visitors to their online profile, their stand and increase the number of meetings they have at the show.

FOR EXHIBITORS AND SHARERS

Begin building your company profile, adding basic details such as:
Your company name, Description, Logo, Contac details, etc.

Click on the pencil icon at the top of each section to begin editing.

Please make sure you click 'save' once complete.

Reed Exhibitions

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2022 SPECIFIC

Why visit our stand

Tell visitors why they should visit your stand. Maximum 200 characters

Description


Describe what your company does. Maximum 600 characters


Reed Exhibitions



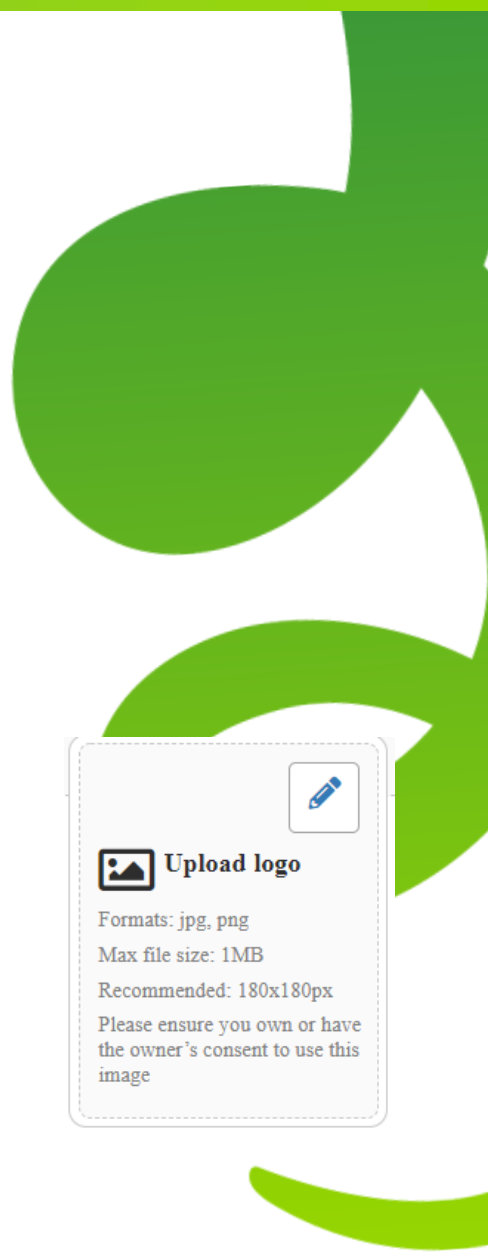
Brands we represent

Tell visitors all the brands that your company will represent at the show



**Upload logo**

Formats: jpg, png
Max file size: 1MB
Recommended: 180x180px
Please ensure you own or have the owner's consent to use this image



STEP 2

Describe the details of your organisation

FOR EXHIBITORS AND SHARERS

Chose the right filters for your products.

The buyers will use the information regarding your company's category, activity, industry and geographic regions to find your profile in the exhibitors directory.

If you had purchased the Gold Package, choose the sponsored filter at this point.

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2022 SPECIFIC

Filters

Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

Company activity

Sectors

Geographical Regions Operating In

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Sponsored Category

Your Gold package entitles you to select one category to sponsor. Categories that have been already selected by another exhibitor are not available.

Select or search for an item...

- + Main Company Activity
- + Product Categories
- + Geographical Regions Operating In
- + Matchmaking Country (Type the country you are interested in)

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

STEP 2

Describe the details of your organisation

FOR EXHIBITORS AND SHARERS

Matchmaking and Products Gallery

Select the products that best represent your organisation in order to help buyers to find you through our recommendations.

The products added by you will be displayed on your organisation's profile.

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2022 SPECIFIC * indicates a mandatory field

Matchmaking

Select items that best represent your company to help visitors find you through our recommendations (emails and matching while they visit the website). Where specified, the selection is also used to help visitors find you on the website directory.

Product Categories *

Assign at least 1 and up to 5 categories

Your selection will be used for both Filters in the website directory and for Matchmaking

Select or search for an item...

- + Accommodation
 - Adventure travel
 - Airline ground handling companies/services
 - Associations
 - Business & Financial companies/services
 - Business process management companies/services
 - Business travel management companies/services
 - Consulting companies/services
 - Destination management companies/services (DMC)

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2022 SPECIFIC

Gallery of products and services

Add products to your Profile to show what you have to offer. Upload an image and full details for each product.

[+ Add product](#)

Products added: 0

STEP 2

Describe the details of your organisation

FOR EXHIBITORS AND SHARERS

Uploading documents and adding Social Media

In the document session, you can upload files such as (Sales catalogs, case studies, white papers, press releases, etc);

These documents can be downloaded from your organisation's profile by buyers;

The name of the file will be the title of the document viewed on the site;

Add URLs to your social media channels.

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2022 SPECIFIC

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

1 Select a category... ▼

2

- Select a category...
- Brochure
- Case Study
- Other
- Press Release
- White Paper

Enter the social media URL of your company

f FACEBOOK

t TWITTER

y YOUTUBE

in LINKEDIN

WECHAT

IG INSTAGRAM




1st STAGE ----- Exhibitor Portal

STEP 3 Register the sharers companies (if there is any)

FOR EXHIBITORS

Register the sharers including the company name and the e-mails of the person who will be the administrator of this profile.

Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions Test	Bronze package	ATM21	1 m ²	SPACE

 Edit Profile Page This information will appear in the show website.	 Sharers Add and Manage your allocated Stand Sharers.	 Badges Download and print your badges.	
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STEP 4 Make sure your sharers receive their login details to the portal

If your sharer did not receive the login details, please ask them to check the spam box and in case they don't find it, they need to contact:



+55 11 4659-0012



customerservices@rxglobal.com

STEP 5

Order badges for your team

FOR EXHIBITORS

On the Exhibitor Portal's main page, click on the Badge icon;

Registration will start end of January.

The screenshot shows the Exhibitor Portal interface for 'Travel Show - Reed Exhi...'. It includes a date '11 - 12 September 2020', a table for company details, a table for stand information, and two main action buttons: 'Edit Profile Page' and 'Badges'. The 'Badges' button is circled in green and has a callout bubble with the number '3'. A green arrow points from the text box on the left to the 'Badges' button. Other callout bubbles with numbers '1' and '2' are also present on the interface.

Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions	Bronze package	LG86	4 m ²	SPACE

Edit Profile Page
This information will appear in the show website.

Badges
Download and print your badges.

**2nd
STAGE**

**ConnectMe
(Appointment
System)**

STEP 1

Plan your participation

FOR EXHIBITORS AND SHARERS

What are the tools available:

Schedule the meetings that are supposed to be taking place at your stand with the tourism professionals and accredited buyers;

Block off the times that you will not be available for meetings at your stand;

Each badge gives access to a profile and an agenda;

Download your agenda in full before you go to the pavilion;

A reminder will be sent via SMS 15 minutes before each appointment so do not forget to include your mobile phone number;

In addition to the list of buyers suggested by the system, there will be filters to find visitors/buyers according to the company's profile, geographic region, types of products and services, etc.;

Meetings requests can be accepted or refused by you.

The ConnectMe will open in mid February

STEP 2

Receive your access by e-mail

In order to receive access to ConnectMe, you must order your staff badges first in the Exhibitor Portal (see page 10). Only after this, your registered staff will receive the welcome e-mail to the ConnectMe.

Check your spam box if you do not receive it in your inbox.

If the person does not receive this e-mail, please contact the technical team at:

Telephone: +55 11 2189 0631

E-mail: wtm-latinamerica@eventnetworking.com



Hi Kris,

Your Connect Me account is ready!

Take two minutes to review important information, check your profile and discover event features.

[Get Started →](#)

We're here to help!

Contact the event concierge team.

Telephone

+55 11 2189 0631

STEP 3

Profile administrator

If anyone on your team needs access only for upload marketing information to your profile or manage the appointments on your behalf, please get in touch with

Telephone: +55 11 2189 0631

E-mail: wtm-latinamerica@eventnetworking.com



STEP 4

Check your organisation's information

The information about your company registered on the exhibitor portal will be automatically transferred to ConnectMe. Please check to see whether there is anything you wish to update.

At this point you can lock the company's profile edit so that only you have access, by clicking the lock on the right-hand side.

Check if you want to update your social media channels, your product and catalogues, external links to your website and YouTube, keywords, so visitors/buyers can find your product more easily.

The screenshot shows the 'Company profile' page for WTM Latin America. The page is divided into several sections:

- Company name:** Includes a 'Display name' field with 'WTM Latin America' and a note: 'Incorrect? Contact the concierge team.'
- About:** Includes a 'Tagline' field with 'The leading global event for the Latin American travel industry' and a 'Bio' field with a detailed description of the event.
- Office locations:** Includes a dropdown for 'Office country' and a text input for 'Full office address', with an 'Add location' button.
- Right-hand side:** Features a company logo, name, and location (Hall 5, B44), a 'View Company' button, and a lock icon. Below the lock icon are two informational boxes: 'Which details can be edited?' (listing contact information, preferences, and details) and 'What info is shared with others?' (stating that contact information is shared with confirmed meeting partners).

STEP 5

Create your personal profile

FOR EXHIBITORS AND SHARERS

Please fill in your personal profile with as much information as possible as it will be available to all participants (you can edit your information at any time);

The statistics show that the more complete your individual profile is, the more meetings that you can be sure of.

Important tip! Make sure to add your mobile number so the team can send you reminders about your meetings or any important notice.

The screenshot shows the 'Welcome to your account' page for an exhibitor. The page is divided into several sections:

- Account settings:** A sidebar menu with options for 'Account settings', 'My profile' (selected), and 'Event preferences'.
- Profile photo:** A circular profile picture of Sonia Jones with an 'Upload photo' button.
- Profile information:** A section containing a 'Job title' field (filled with 'CEO'), an 'About me' text area (filled with 'Tell people about yourself and why you are at the event.'), and an 'Edit' button.
- Contact details:** A section containing a 'Mobile number' field (filled with '+447776110120') and an 'Edit' button.
- Search information:** A section with a heading 'Fill in this information to help other users find you in searches' and a dropdown menu for 'What types of companies & products & services are you looking for at WTM Latin America?'. The dropdown is open, showing options like 'Business travel management companies/services', 'Consulting companies/services', 'Distribution management companies/services (DMC)', and 'Education establishment'. An 'Edit' button is at the bottom.
- Right sidebar:** A summary card for 'EXHIBITOR' showing the profile picture, name 'Sonia Jones', title 'CEO', and company 'WTM Latin America', with a 'View profile' button. Below this are two informational boxes: 'Which details can be edited?' (listing details that can and cannot be changed) and 'What info is shared with others?' (stating that only contact info with confirmed meeting partners is shared).

STEP 6

Home

On your homepage, you will be able to:

- Check the status of your personal and company's profiles completion;
- Check your meetings recommendations, if they're interesting to you, you can already start sending out invitations.

The screenshot shows the ConnectMe homepage. At the top, there is a dark header with the 'wtm 10 YEARS' logo and a green navigation bar with icons for Home, Inbox, Diary, Conference, Find People, and Exhibitors. Below the navigation bar, a personalized greeting reads 'Hi Sonia, welcome to Connect Me'. The main content area is divided into two sections. The first section, 'My tasks', contains three cards: 'Complete your personal profile' (with a checklist of tasks like 'Complete your job title', 'Complete your profile information', 'Add a phone number', and 'Complete your search information'), 'Complete your company profile' (with a checklist of tasks like 'Complete your tagline and bio', 'Update a logo', 'Add your website and socials', and 'Showcase your products/services'), and 'Start a new search' (with a 'Start searching' button). The second section, 'Meeting Recommendations', features a card for 'BUYER'S CLUB' with a profile for Julia Ferguson, Travel Advisor at ILT Croatia, and a 'Send Invite' button.

STEP 7

How to find potential contacts?

In the field “Buyers” or “Find people” use the advanced search filters to define a list of contact options;

Customise and refine your search results based in interests by region, companies, purchasing responsibilities, position and countries in order to find the right buyer.

The screenshot displays the ConnectMe platform interface. At the top, a navigation bar includes icons for Conference, Find People, Exhibitors, Exhibitor Products, Buyers, and Media. The 'Buyers' and 'Find People' options are highlighted with red boxes. Below the navigation bar, the page title is 'Browse Buyers at WTM Latin America 2023', with a sub-note indicating 'You've used 2 of 40 pending meeting invitations.' The main content area features a grid of ten buyer profiles, each with a circular profile picture, a star icon, and a button for interaction. The profiles are as follows:

Name	Role	Company	Action
Chris Keller	Representative	Travcoding LLC	View meeting
Rita Levine	Representative	Jamaica Safari	View Invite
Forest Morgan	CEO	Agrifgary	Respond
Kevin Low	CEO	Agrifgary	Send Invite
Jerry Karl	CEO	test-fr-20230131-18	Send Invite
Karl Jonny	Travel Agent	test	Send Invite
Terrisa Chow	MANAGER	ALL4GO	Send Invite
Angharad Jones	General Manager	Cosmopolis	Send Invite
Lucy Dean	CEO	Sylla Events	Send Invite
Jonny Handley	CEO & Speaker	bo events	Send Invite

STEP 8

How to schedule appointments?

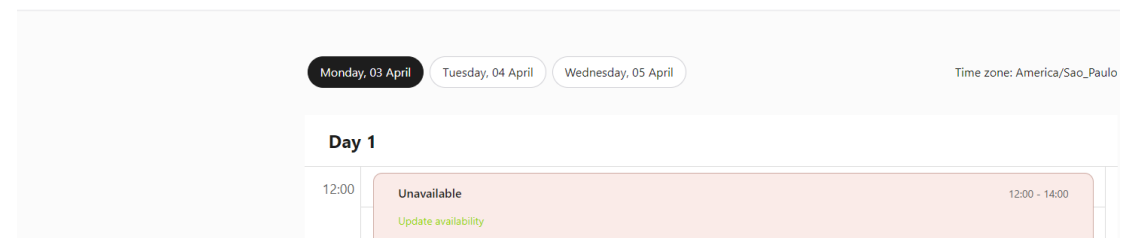
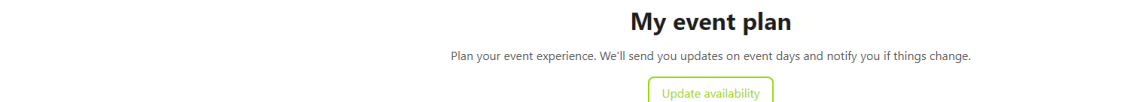
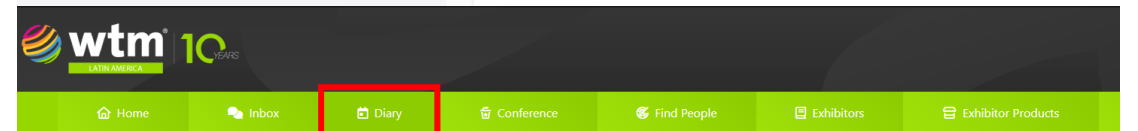
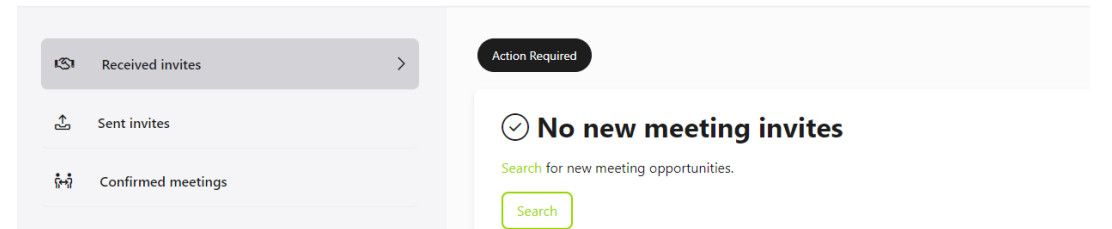
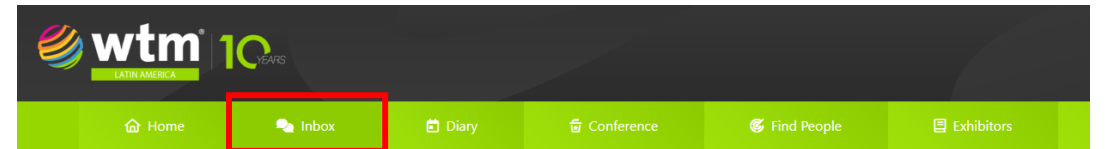
Inbox

- View incoming meeting requests;
- Check pending requests;
- Receive messages in your inbox from participants who have confirmed meetings with you.

Diary

View all confirmed meetings, conferences marked as interested in attending, and all timetable slots you have blocked.

Tip! Block the times that you are not available in your schedule, in this way you can optimise your agenda and speed up the management of the requests for meeting.



STEP 8

How to schedule appointments?

How to send appointments invitations

By clicking on the badge you will have access to more information about the products and services offered by the person you selected.

When sending an appointment invitation by clicking in the “send invite” button, you will have the opportunity to write a short message. We suggest short and direct messages that are most effective.

If you prefer, bookmark them by clicking on the little star and access them later using your Profile in the top left-hand corner.

The screenshot shows a user profile for Kris Zani, a Dev Team Visitor in the Sector Global. The profile features a circular profile picture, a 'BUYER'S CLUB' badge with a star icon, and a 'Send Invite' button. Below the profile is a 'Create your meeting invitation' form with a text area containing 'Hi, I would like to meet to discuss ...' and a 'Send Invitation' button.

**Due to the data protection policies, the participant's contact details will not be visible on their profile, you will only have access to this information when that person accepts your meeting request. In the profile you will have access to the participant's name, company's name and the job title.*

PASSO 9

“Business Card”

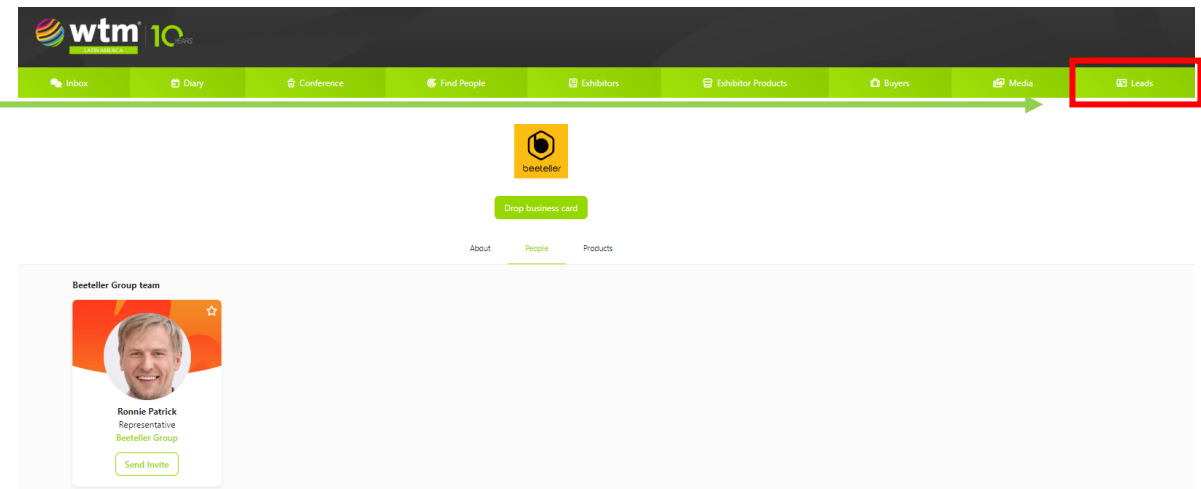
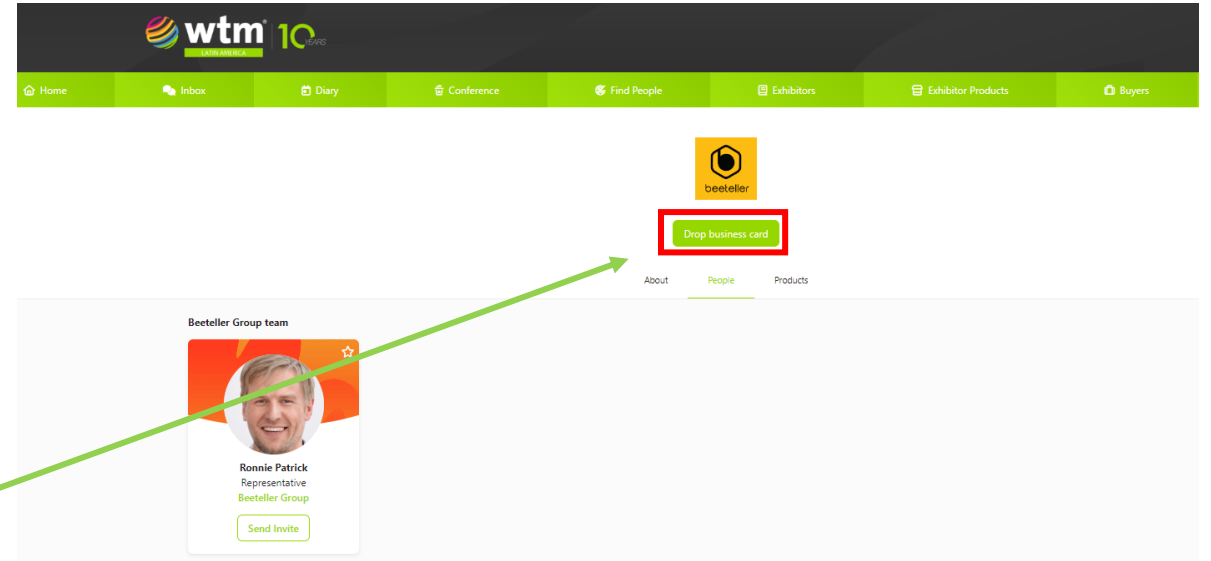
Send business card

When you come across a professional who you wish to contact, you can click on the "Send business card" option to share your contact information with this person;

How to download contacts?

You can download an excel list with all your contacts from the main "Contacts/Leads" menu, by clicking the CSV download button.

*The **Contacts tab** will be visible and available to download your contacts from the first day of the event (03/04) and will remain available until 20/04.*



STEP 7

Conferences

On Conference, you will be able to:

Use the advanced Search filters by selecting the days, locations and themes in order to find the conferences that matches your interests;

Add conferences to your diary.

The screenshot shows the wtm 10 ConnectMe website interface. The navigation bar at the top includes links for Inbox, Diary, Conference (highlighted with a red box), Find People, Exhibitors, Exhibitor Products, and Buyers. Below the navigation bar is the 'Agenda' section, which features a sub-header: 'Hear from well-known motivational speakers, celebrities, and top industry leaders from a variety of sectors such as destinations, travel technology, airlines, hospitality, responsible tourism and more.'

The main content area displays search filters on the left and a list of conferences on the right. The filters include:

- Days:** Wednesday, 05 April; Thursday, 06 April
- Locations:** Future Stage - Hall 6; Responsible Travel Stage - Hall7
- Themes:** sustainability; Responsible Travel

The conference listings include:

- The Future of Travel** (Sustainability theme): Join Rohit Talwar, CEO, Fast Future for the opening keynote as he begins to help us understand and shape the emerging future, by putting people at the centre of the agenda. **Wednesday, 05 April 15:00** (1 hour) at Future Stage (Hall 6). Buttons: Schedule Clash, Preview.
- Responsible Marketing – Securing the Business Advantage** (Responsible Travel theme): "Tall poppy syndrome" is an issue for businesses taking responsibility and making tourism better for the environment, nature, and local people. **Thursday, 06 April 11:00** (30 minutes) at Responsible Travel Stage (Hall7). Buttons: Add to plan, Preview.

Emperia

(Leads capture app)



STEP 1

What is Emperia?

FOR EXHIBITORS AND SHARERS

Emperia is a mobile application that allows you to capture, qualify, save & download your leads, streamlining your lead capture process to generate high quality leads..





STEP 2

Company access code

1. Find your credentials: The company admin for your business can log into the Exhibitor Hub and get the access credentials for your company through the Emperia tile. You will also receive an email with these details before the show;
2. Download the app: from iTunes or Google Play Store;
3. Log in to Emperia app: using your full name and the Company access code provided in the Emperia Welcome email and Exhibitor Hub.

If you can't find the email, check your inbox and junk/spam folder for an email from your show team. **If you can't find your Company access code**, contact your Sales Rep or visit Exhibitor Services on site.

If you're capturing leads on behalf of your company, ask your company admin for your company access code or contact the Exhibitors Services on site for help.

This code can be shared with your sales representatives/colleagues attending the show so that they can login to the Emperia app and start capturing leads..



STEP 3

Share custom digital content with leads

You can share custom content like brochures and product details with your leads. When a lead is captured by any of your sales representatives, the lead will receive these documents along with your company details and contact information, in a consolidated email at the end of the show.

Adding documents: The documents can be uploaded through the “Exhibitor Profile” tile in the Exhibitor Hub.

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

- 1 Select a category...
- 2 Upload PDF file

Maximum size 5MB per file.

Above: “Upload documents” feature within the Exhibitor profile tile in the Exhibitor Hub.



STEP 4

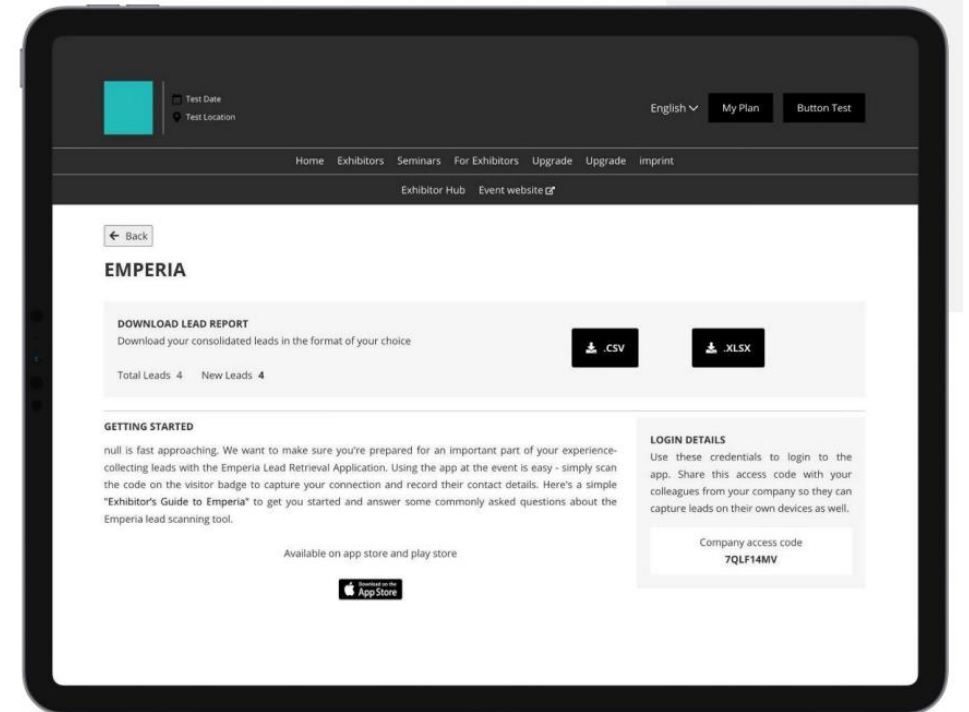
Download your leads report

You can download a consolidated list of all the leads at any time, from the Emperia Tile in the Exhibitor Hub.

A link to the lead report is also provided in your Emperia “welcome email”. You can also check your emails at the end of each day for a link to the lead report.

This consolidated report will only be accessible to the authorized point of contact or admin of your company.

After the show. You will be automatically logged out of the Emperia App, 20 days after the show’s end date. The leads details on the app and leads report in the Exhibitor Hub will continue to be available anytime.



Exhibitor Dashboard

(performance dashboard)



Exhibitor Dashboard

Performance Dashboard

FOR EXHIBITORS AND SHARERS

In the Exhibitor Portal click on the Exhibitor Dashboard option.

In the Exhibitor Dashboard you will have access to metrics regarding leads, online visitor interaction and *matchmaking* recommendations.



Exhibitor Dashboard

View your performance

New insights!

The screenshot shows the Exhibitor Dashboard for WTM Latin America. The header includes the WTM logo, event dates (3-5 April 2023), location (São Paulo, Brazil), and language options (English, Register). A navigation menu includes About, Visit, Buyers, Exhibit, 2023 Exhibitors, Media, What's on, and Help. A Logout button is visible.

The dashboard content includes:

- Dashboard:** Basic view selected, Upgrade to Pro button, and a notification: "Mandatory details are missing in your profile, click here to update and be eligible for Pro upgrade." A yellow banner indicates "55 days left for the show!"
- Leads:** Total leads captured: 12. View lead details button.
- Digital engagement:** Upgrade to Exhibitor Dashboard Pro and compare your performance with your competitors. Upgrade to Pro button.
- Profile views:** 18 (up 1). Bar chart showing profile views over weeks remaining for the show.
- Product views:** Add products to your product directory to get insights on product views. Add Products button.
- Classification of leads by registration info:** 3 Registered leads. View by: Area of business.

Area of business	Percentage
Property/Condominium/Property Management	33%
Student	33%
Industry	33%
- Redirected to your website:** 0
- Visitors added you to show plan:** 0

For all enquiries about the **Exhibitor Portal**,
please contact:

Customer Services

Telephone: +55 11 4659-0012

E-mail: customerservices@rxglobal.com

For enquiries about **ConnectMe**,
please contact:

Concierge Service

Telephone: +55 11 2189 0631

E-mail: wtm-latinamerica@eventnetworking.com