



40
YEARS



Brand USA Pavilion at WTM London 2019

PR & Promotional Opportunities:

Before WTM London:

WTM Exhibitor News – for any news regarding new products, services or developments you have that you want to tell the media about. Promoted on the WTM website, via social media and in a hard copy magazine distributed on site to all media and bloggers.

Deadline: Monday 19 August 2019 – FREE.

Media Diary of Events – WTM Media Diary of Events details the key activities and events in a day-by-day format given to all attending media. If you are planning a press conference, new product or service launch, staging a press hospitality event, media reception, hosting a celebrity, etc, please let us know.

Deadline: Monday 7 October 2019 – FREE.

Interview Wall – Located in the WTM International Media Centre (ME170) on the exhibition floor at ExCeL, exhibitors can take advantage of the WTM branded Interview Wall. All interviews are filmed by our extremely professional camera crew and uploaded on to WTM London YouTube channel. The videos can also be downloaded by the exhibitors.

Slots are given based on editorial merit, so exhibitors must send over a press release with their request. The Interview Wall has become extremely popular amongst exhibitors and good stories were not getting the space needed, therefore the slots must be approved by the WTM PR team.

Interviews are also listed in the WTM Media Diary of Events so the media are aware of when and who is be available for interview. Location: Media Centre (South Hall; ME170).

Deadline: Monday 7 October 2019 – FREE.

Press Conferences – WTM London is the ideal event to launch new products, services and news, or corporate announcements to a wide selection of media professionals. In total, WTM welcomes around 4,000 national and international media over the three-day show. The WTM London Press Conference room provides the perfect setting for media events. Due to limited availability for press conference slots, we advise you to book your slot as soon as possible. Please contact Nicole Smart at nicole.smart@reedexpo.co.uk for pricing information and slot availability.

Deadline: Monday 7 October 2019.

TV and Radio Interviews – These are given on editorial merit so if you think you have a great story that will work well on consumer radio or you have a fantastic famous spokesperson then please let us know.

Deadline: Monday 19 August 2019 – FREE.

Social Media - Make sure you follow us on social media so that you are aware of our updates. Use our official hashtags in posts and tweets to tell your audience that you will be at WTM London 2019.

#WTMLDN #IdeasArriveHere



40
YEARS



Brand USA Pavilion at WTM London 2019

PR & Promotional Opportunities:

Media Partners Be introduced to the top UK and International media publications including the WTM official Dailies supplier TTG Media UK. If you would like to connect with our International Media Partners, please visit Find our Media Partners here: <http://london.wtm.com/Media-Partners/#> **FREE**

During the show

Make sure you deliver your Press Packs (20-30 recommended) to the International Media Centre located on the show floor from Sunday (from 13.00) before the show opens to ensure Media pick these up. Make sure you replenish these if needed daily throughout the week. **FREE**

On Wednesday, last day of the show, from 16.00 please ensure you collect any unused press packs from the WTM International Media Centre (ME170) to re-use at other events and cut down on recycling.

Additional PR for US exhibitors

- *Dedicated Concierge Service to help US exhibitors make appointments.*
- *A complimentary lead retrieval App for all exhibitors.*
- *Dedicated and Inspiring educational sessions on the Americas Inspiration zone relevant to US exhibitors and buyers featuring some key US exhibitors.*
- *Dedicated US Podcast and increased Social Media coverage across all our platforms for the US area.*
- *A dedicated 4th July press release was sent to our full database and promoted via all social media platforms in July There will be a second release in September so please send in your releases to the WTM PR team – Julia.newbound@reedexpo.co.uk with copy to lisa.hopgood@reedexpo.co.uk*

To review the post show report including the PR Opportunities our US Exhibitors participated in last year, please click [HERE](#).

If you need any help with or have any questions regarding these PR Opportunities please contact:

Julia Newbound
Portfolio Press & PR Executive
julia.newbound@reedexpo.co.uk
+44 (0) 020 8910 7056

Nicole Smart
PR & Events Assistant
nicole.smart@reedexpo.co.uk
+44 (0)208 910 7836