

Step by Step Guide

Stage 1. Exhibitor portal

Stage 2. Platform to schedule meetings
- WTM Connect Me

Stage 3. Lead capture services - Emperia,
Colleqt and Exhibitor Dashboard

FOR EXHIBITORS

(Main Stand Holders)

FOR SHARERS



1st Stage: Exhibitor Portal

- 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.** Order badges for your team members attending the event.

2nd Stage: WTM Connect Me (appointment system)

- Step 1.** Plan your participation.
- Step 2.** Receive your access by e-mail.
- Step 3.** Choose the profile administrator.
- Step 4.** Check your organisation's information.
- Step 5.** Create your personal profile.
- Step 6.** Home.
- Step 7.** How to find potential contacts.
- Step 8.** How to schedule appointments.

FOR EXHIBITORS AND SHARERS

3rd Stage: Lead Capture Service

Emperia

- Step 1.** What is Emperia?
- Step 2.** Company access code
- Step 3.** Share custom digital content leads
- Step 4.** Download your leads report

Colleqt

Visitor-Led leads capture

Exhibitor Dashboard

Performance Dashboard
Exhibitor Dashboard Pro - Upgrade Option

Stage 1. Exhibitor Portal

1st Stage - Exhibitor Portal

Receive your access by e-mail

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

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

T: +44(0)20 82712171 **E:** wtm.helpline@reedexpo.co.uk

1st Stage - Exhibitor Portal

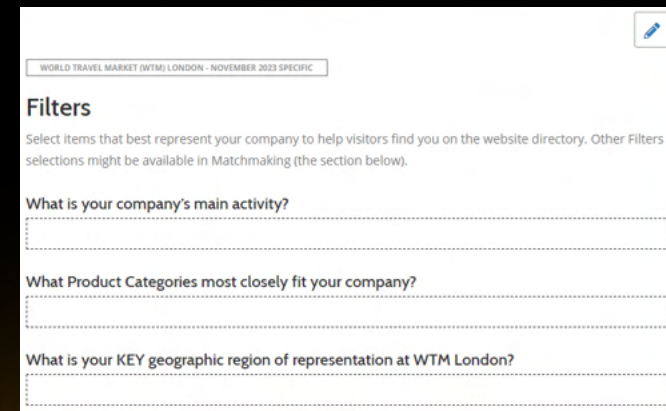
Step 2 - Describe the details of your organisation

For **Exhibitors and Sharers**

Begin building your company profile, adding basic details such as: Your company name, Description, Logo, Contact details and ensure you choose the right filters for your products.

The buyers will use this information and select category, activity and geographic filters to find your profile in the exhibitors directory.

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



WORLD TRAVEL MARKET (WTM) LONDON - NOVEMBER 2023 SPECIFIC

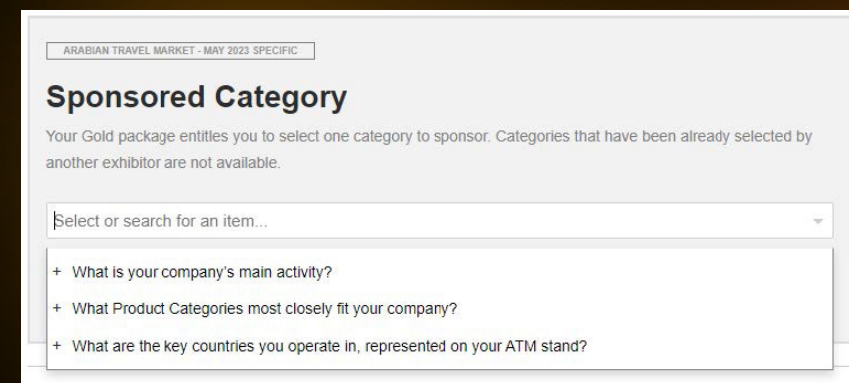
Filters

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).

What is your company's main activity?
.....

What Product Categories most closely fit your company?
.....

What is your KEY geographic region of representation at WTM London?
.....



ARABIAN TRAVEL MARKET - MAY 2023 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... ▾

- + What is your company's main activity?
- + What Product Categories most closely fit your company?
- + What are the key countries you operate in, represented on your ATM stand?

1st Stage - Exhibitor Portal

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.

* indicates a mandatory field

WORLD TRAVEL MARKET (WTM) LONDON - NOVEMBER 2024 (SPECIFIC)

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.

What type of Buyer would you like to meet at the event? *

Assign at least 1 category

Associations Marketing MICE

Where would you most like to meet Buyers from at the event? *

Assign 1 category

Asia

What is your primary objective for visiting? *

Assign 1 category

Sell / sign new contracts

Are you interested in meeting influencers or content creators?

Assign up to 1 category

Yes

Are you interested in meeting press/media?

Assign up to 1 category

Yes

WORLD TRAVEL MARKET (WTM) LONDON - NOVEMBER 2024 (SPECIFIC)

Gallery of products and services

Add Products

Products added: 0

1st Stage - Exhibitor Portal



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

T: +44(0)20 82712171 **E:** wtm.helpline@reedexpo.co.uk





1st Stage - Exhibitor Portal

Step 5 - Order badges for your team

For **Exhibitors and Sharers**

On the Exhibitor Portal's main page, click on the Badge icon and register badges for your team.

Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions Test	Bronze package	WTM23	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.	 Leads Access your show lead information.
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Stage 2.
Platform to schedule meetings
- WTM Connect Me

2nd Stage - WTM Connect Me

Step 1 - Plan your participation

For **Exhibitors and Sharers**

What are the tools available:

- Schedule meetings that will be taking place on your stand with travel trade professionals and buyers' club members
 - Block out the times that you will not be available for meetings at your stand such as during seminars you plan to attend
 - Each badge gives access to a profile and an agenda
 - Download your agenda in full before you go to the show
- 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 others according to the company's profile, geographic region, types of products and services, etc;
 - Meeting requests can be accepted or refused by you

2nd Stage - WTM Connect Me

Step 2 - Receive your access by e-mail

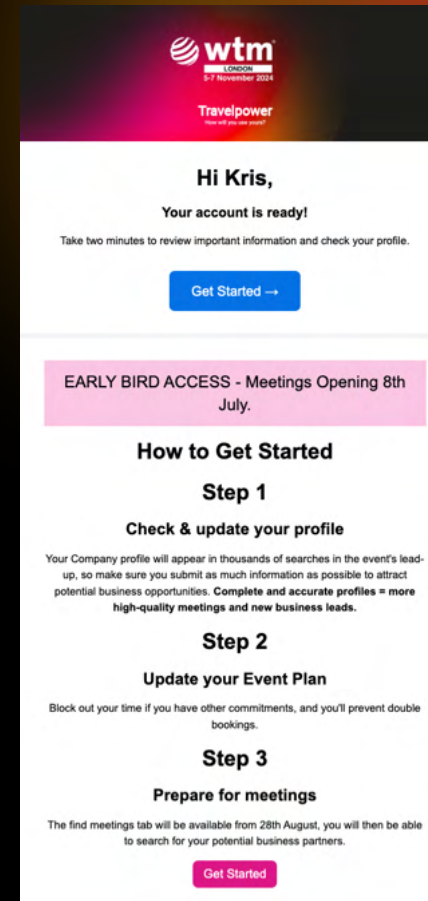
In order to receive access to WTM Connect Me, you must order your staff badges first in the Exhibitor Portal (see page 9). Only after this will your registered staff receive the welcome email to WTM Connect Me

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

If the person does not receive this email, please contact the technical team at:

T: +44(0)20 8138 0188

E: wtm@app.eventware.com



The screenshot shows a welcome email from WTM. At the top, it features the WTM logo and the event details: 'LONDON 5-7 November 2024'. Below the logo is the Travelpower logo with the tagline 'Meet with the most impact'. The main body of the email starts with a personalized greeting 'Hi Kris,' followed by the message 'Your account is ready!' and a sub-header 'Take two minutes to review important information and check your profile.' A blue button labeled 'Get Started →' is positioned below this text. A pink banner highlights 'EARLY BIRD ACCESS - Meetings Opening 8th July.' The email then outlines a 'How to Get Started' section with three steps: Step 1: 'Check & update your profile' (with a note that profiles will appear in thousands of searches and that complete profiles attract high-quality meetings); Step 2: 'Update your Event Plan' (with a note to block out time to prevent double bookings); and Step 3: 'Prepare for meetings' (with a note that the find meetings tab will be available from 28th August). A pink button labeled 'Get Started' is at the bottom.

2nd Stage - WTM Connect Me

Step 3 - Profile Administrator

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

Get in Touch



Hannah Stephenson
Concierge Team



Katie Alford
Concierge Team

+44 (0)20 8138 0188

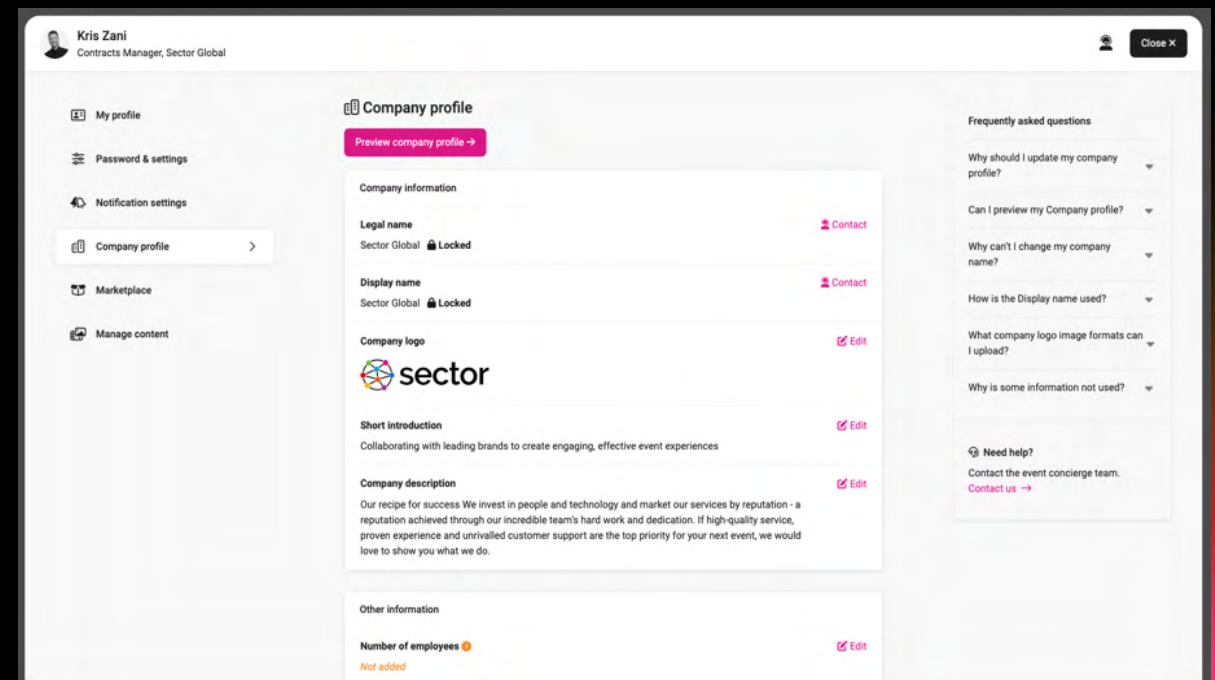
wtm@app.eventware.com

2nd Stage - WTM Connect Me

Step 4 - Check your organisation's information

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


Update your social media channels, your product details, upload brochures and external links to your website and YouTube, so visitors can find your product more easily.



Kris Zani
Contracts Manager, Sector Global

Company profile
[Preview company profile →](#)

Company information

- Legal name**: Sector Global **Locked** [Contact](#)
- Display name**: Sector Global **Locked** [Contact](#)
- Company logo**:  [Edit](#)
- Short introduction**: Collaborating with leading brands to create engaging, effective event experiences. [Edit](#)
- Company description**: Our recipe for success We invest in people and technology and market our services by reputation - a reputation achieved through our incredible team's hard work and dedication. If high-quality service, proven experience and unrivalled customer support are the top priority for your next event, we would love to show you what we do. [Edit](#)

Other information

- Number of employees**: **Not added** [Edit](#)

Frequently asked questions

- Why should I update my company profile? [▼](#)
- Can I preview my Company profile? [▼](#)
- Why can't I change my company name? [▼](#)
- How is the Display name used? [▼](#)
- What company logo image formats can I upload? [▼](#)
- Why is some information not used? [▼](#)

Need help?
Contact the event concierge team. [Contact us →](#)

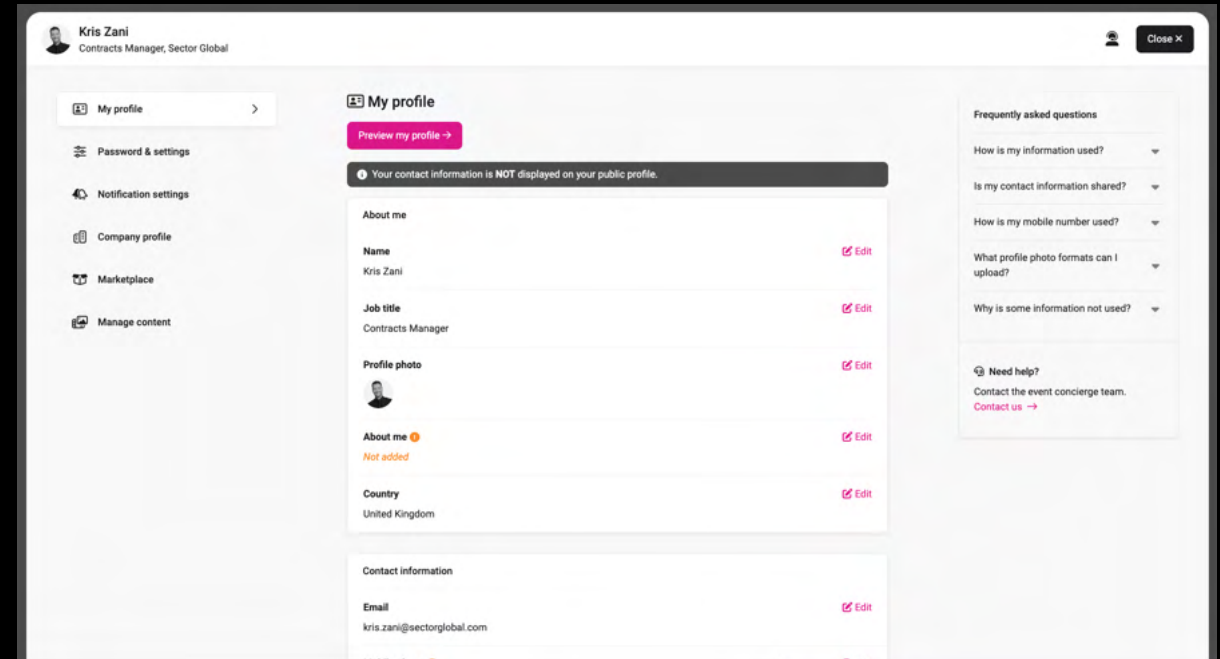
2nd Stage - WTM Connect Me

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 anytime).

Statistics show that the more complete your individual profile is, the more meetings you will have.



The screenshot shows the 'My profile' page for Kris Zani, a Contracts Manager at Sector Global. The page is divided into several sections:

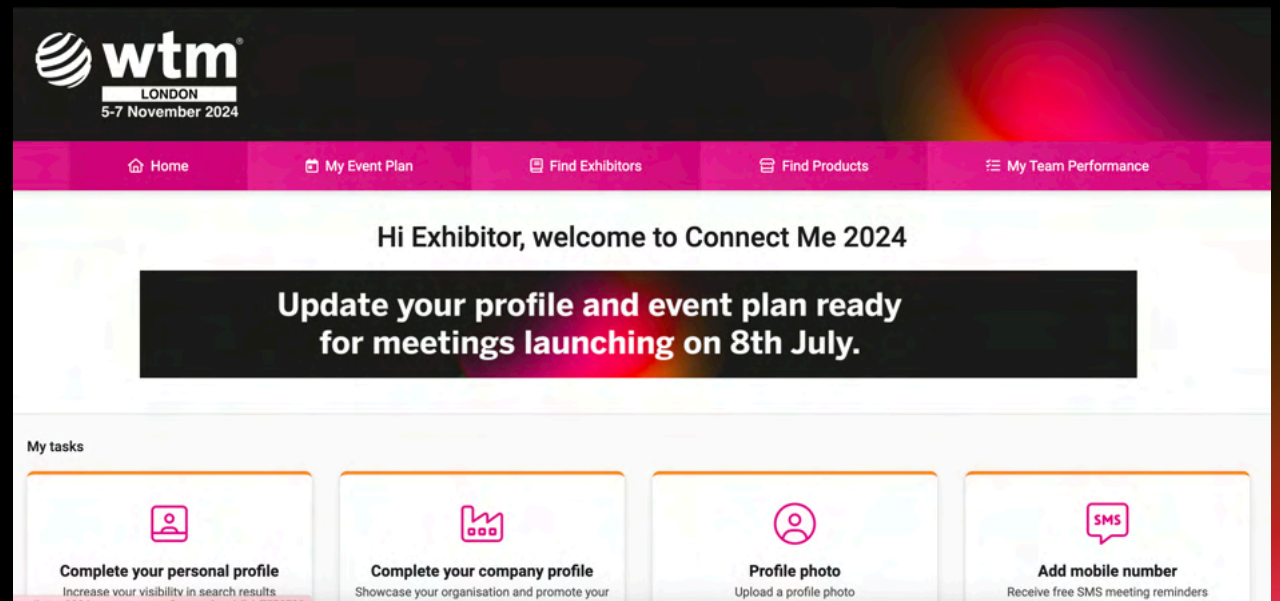
- Navigation:** A sidebar on the left contains links for 'My profile', 'Password & settings', 'Notification settings', 'Company profile', 'Marketplace', and 'Manage content'.
- Profile Overview:** The main content area shows 'My profile' with a 'Preview my profile' button. A notification states: 'Your contact information is NOT displayed on your public profile.'
- About me section:** Fields include Name (Kris Zani), Job title (Contracts Manager), Profile photo (with a placeholder), About me (Not added), and Country (United Kingdom). Each field has an 'Edit' button.
- Contact information section:** Includes an Email field (kris.zani@sectorglobal.com) with an 'Edit' button.
- Frequently asked questions:** A sidebar on the right lists questions such as 'How is my information used?', 'Is my contact information shared?', 'How is my mobile number used?', 'What profile photo formats can I upload?', and 'Why is some information not used?'. There is also a 'Need help?' section with a 'Contact us' link.

2nd Stage - WTM Connect Me

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 start sending out invitations.

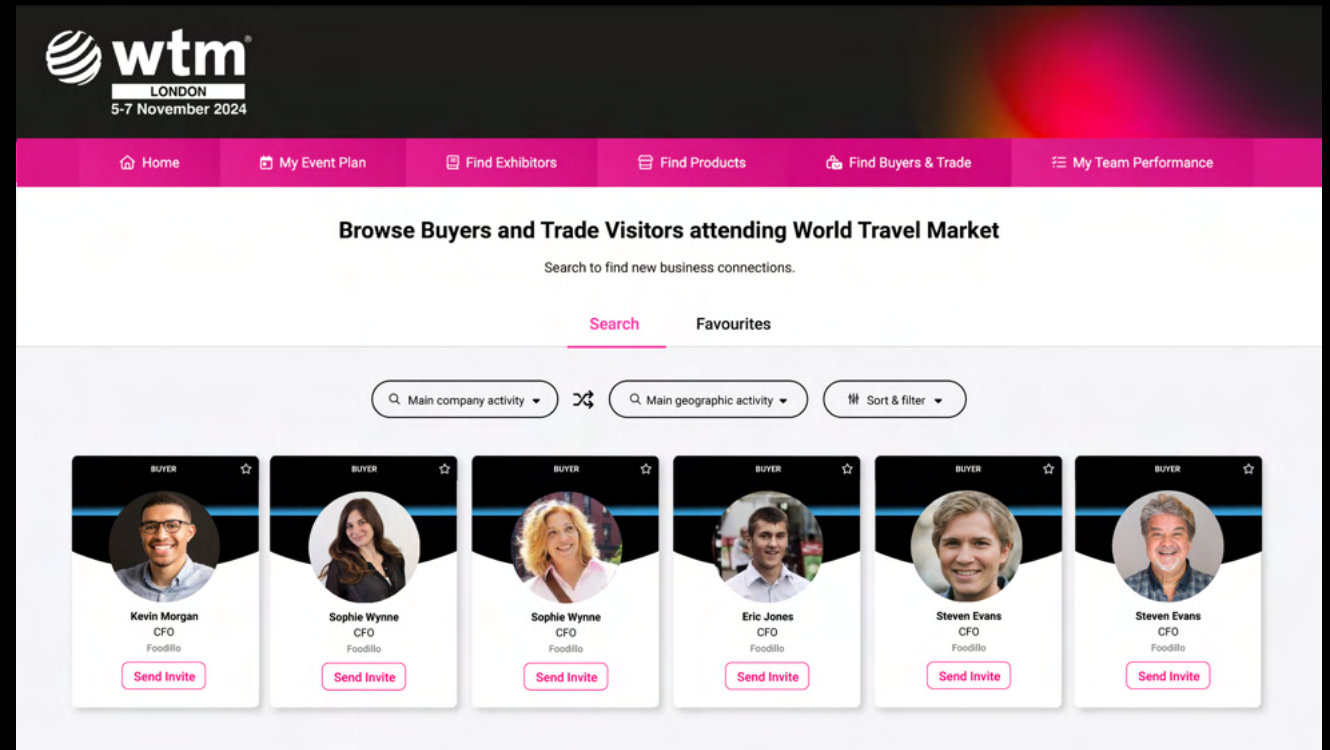


The screenshot shows the exhibitor homepage for WTM Connect Me 2024. At the top left is the WTM logo with 'LONDON' and '5-7 November 2024' below it. A navigation bar contains links for Home, My Event Plan, Find Exhibitors, Find Products, and My Team Performance. The main heading reads 'Hi Exhibitor, welcome to Connect Me 2024'. Below this is a prominent black banner with white text: 'Update your profile and event plan ready for meetings launching on 8th July.' Underneath the banner is a 'My tasks' section with four cards: 'Complete your personal profile' (with a person icon and subtext 'Increase your visibility in search results'), 'Complete your company profile' (with a factory icon and subtext 'Showcase your organisation and promote your'), 'Profile photo' (with a person icon and subtext 'Upload a profile photo'), and 'Add mobile number' (with an SMS icon and subtext 'Receive free SMS meeting reminders').

2nd Stage - WTM Connect Me

Step 7 - How to find potential contacts

In the field "Buyers" use the advanced search filters to define a list of contact options; Customise and refine your search results based on interests by region, companies, purchasing responsibilities, position and countries in order to find the right buyer.



The screenshot displays the WTM Connect Me interface. At the top, the WTM logo and event details (LONDON, 5-7 November 2024) are visible. Below the logo is a navigation bar with options: Home, My Event Plan, Find Exhibitors, Find Products, Find Buyers & Trade, and My Team Performance. The main heading is "Browse Buyers and Trade Visitors attending World Travel Market", followed by the instruction "Search to find new business connections." There are two tabs: "Search" (active) and "Favourites". Below the tabs are three filter buttons: "Main company activity", "Main geographic activity", and "Sort & filter". The main content area shows a list of six potential buyers, each with a profile card containing a photo, name, title, company, and a "Send Invite" button.

Name	Title	Company
Kevin Morgan	CFO	Foodillo
Sophie Wynne	CFO	Foodillo
Sophie Wynne	CFO	Foodillo
Eric Jones	CFO	Foodillo
Steven Evans	CFO	Foodillo
Steven Evans	CFO	Foodillo

2nd Stage - WTM Connect Me

Step 8 - How to schedule appointments

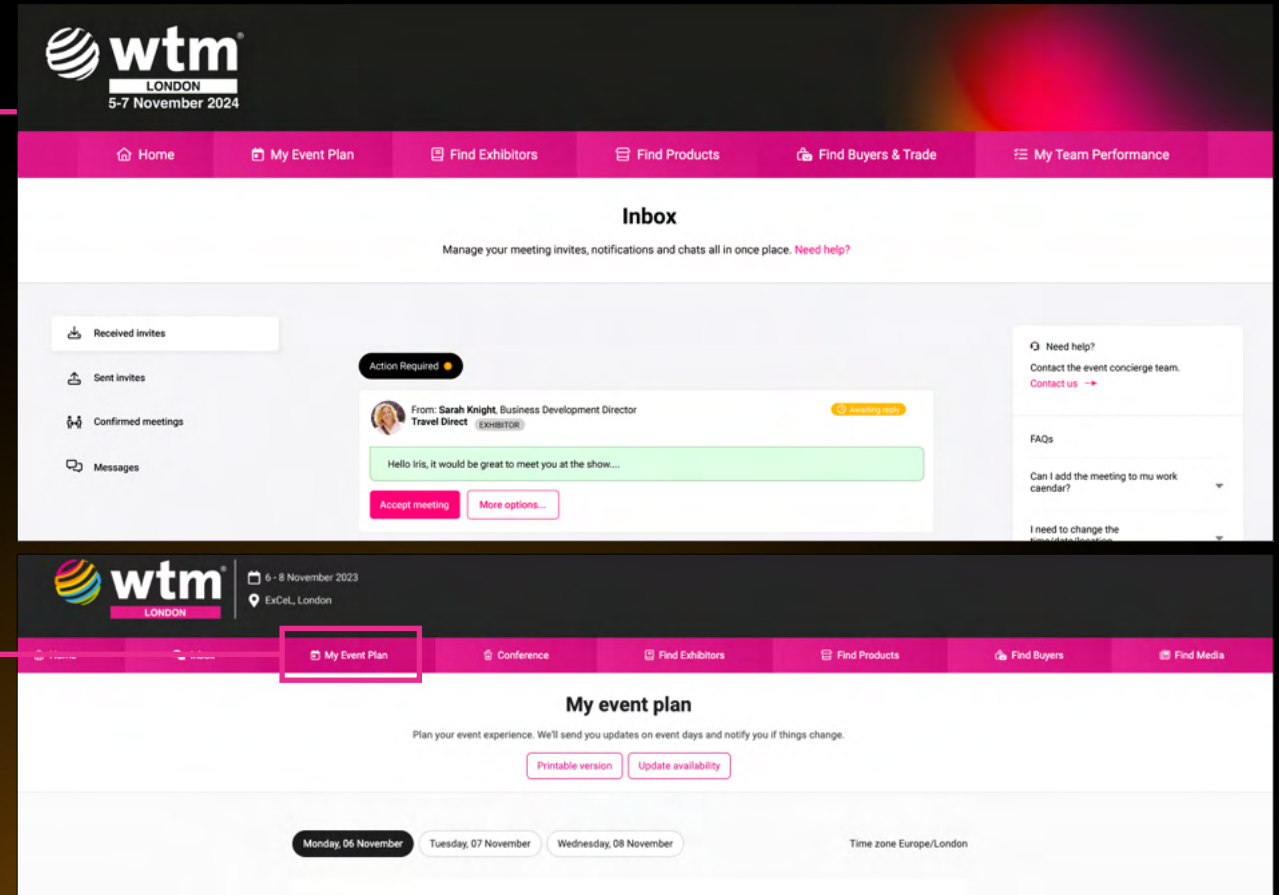
Inbox

- 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

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



The image shows two screenshots of the WTM Connect Me website. The top screenshot displays the 'Inbox' page, which includes a navigation bar with options like Home, My Event Plan, Find Exhibitors, Find Products, Find Buyers & Trade, and My Team Performance. The main content area shows a list of received invites, sent invites, confirmed meetings, and messages. A specific invite from Sarah Knight, Business Development Director at Travel Direct, is highlighted with a 'Waiting reply' status. The bottom screenshot shows the 'My event plan' page, which allows users to plan their experience, view event days (Monday, 06 November, Tuesday, 07 November, Wednesday, 08 November), and update availability. The 'My Event Plan' link in the top navigation bar is highlighted with a red box.

2nd Stage - WTM Connect Me

Step 8 - How to schedule appointments

How to schedule appointments?

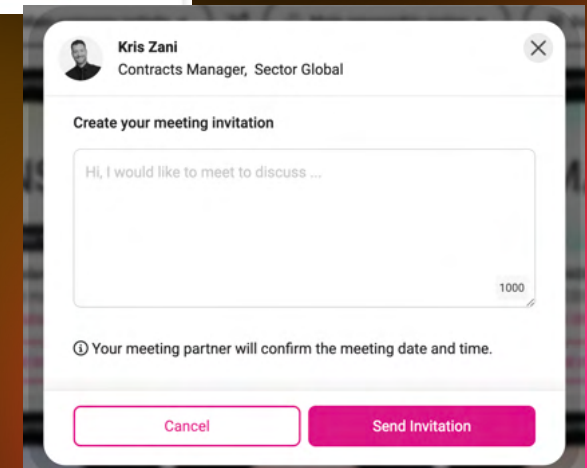
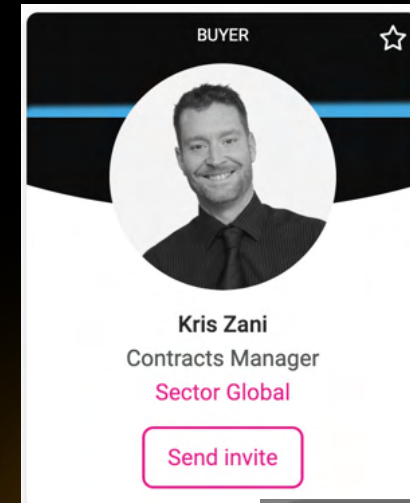
How to send appointment invitations

By clicking on the person's profile 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 as they 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.

*Due to 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



Stage 3.
Lead capture services -
Emperia, Colleqt and
Exhibitor Dashboard

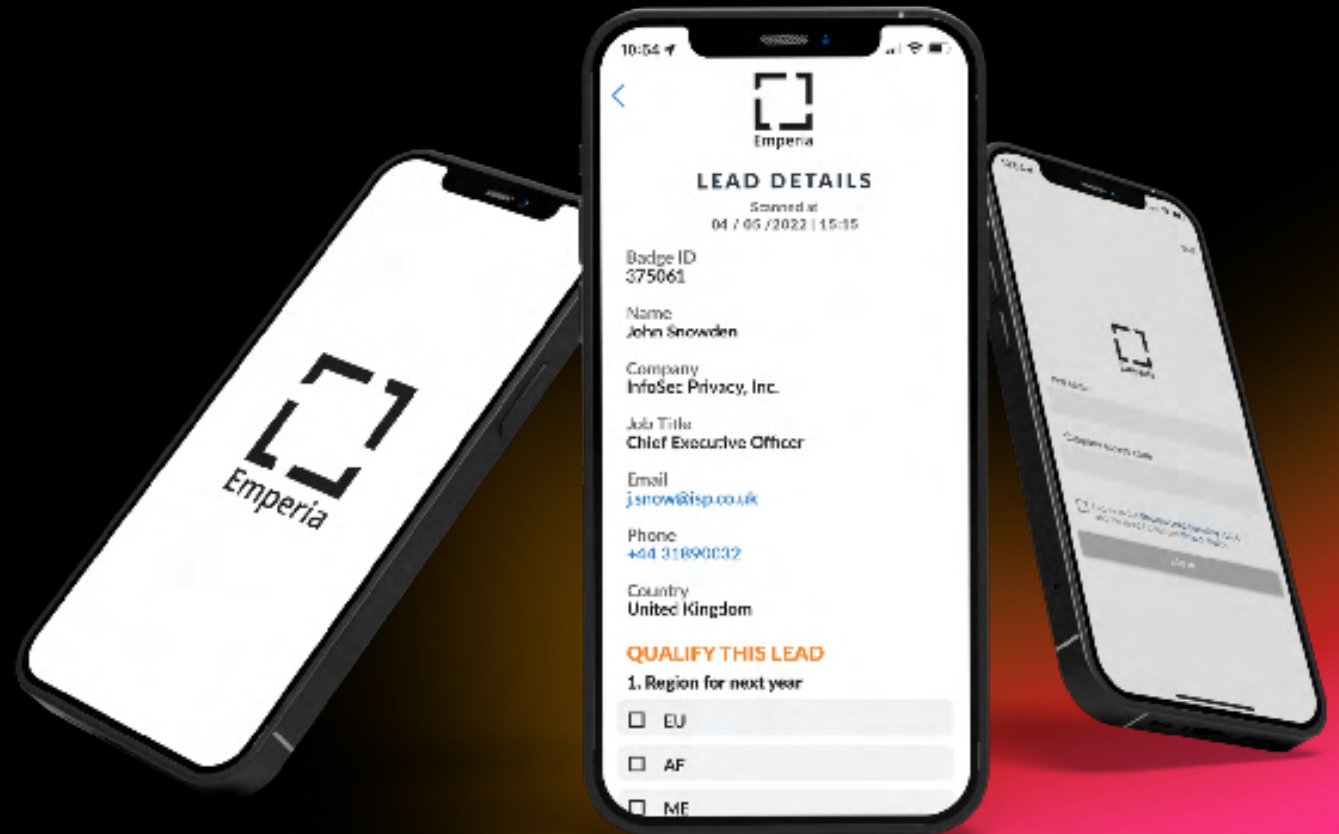
Emperia

3rd Stage - Emperia

Step 1 - What is Emperia?

For **Exhibitors and Sharers**

Streamline your lead capture process with Emperia, capture conversations and qualify high quality leads.



3rd Stage - Emperia

Step 2 - Company access code

1. Two ways to get your credentials:
Log into the Exhibitor Portal and find your company access code in the Emperia tile. You will also receive a welcome email with these details ahead of the show.
2. Download the Emperia app: Search for Emperia on Apple App Store or Google Play Store.
3. Log in to the Emperia app: Using your full name and the company access code from Exhibitor Portal to get started.

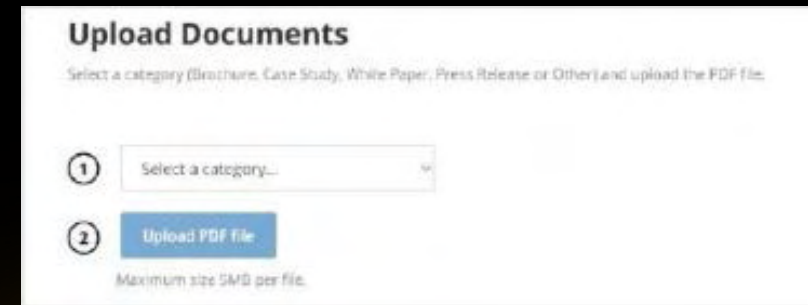
If you can't find the welcome email (sent from no-reply@rxglobal.com) which details your company access code, please check your junk/spam folder. You can also find your access code by clicking on the Emperia Tile when you log in to the Exhibitor Portal. If you are still having trouble, contact our customer service team or visit Exhibitor Services on-site.

3rd Stage - Emperia

Step 3 - Share custom digital content with leads

You can share custom content such as brochures and product details with your captured leads. 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 your company administrator uploaded in the “Exhibitor Profile” tile of the Exhibitor Portal must be selected in the “Emperia Tile” and saved to enable these documents to be shared with your leads.



Upload Documents

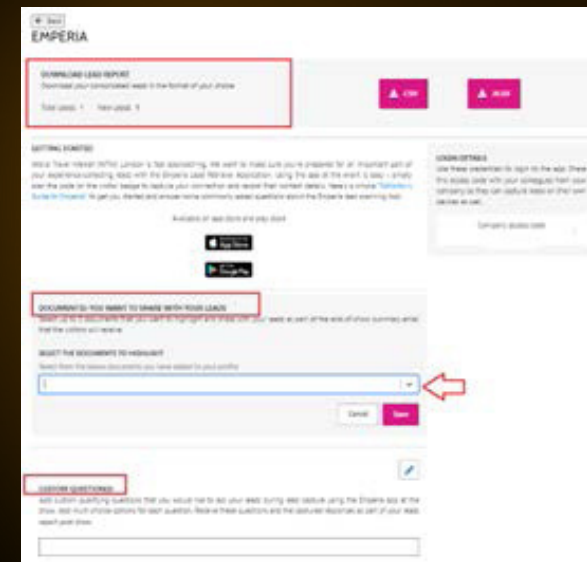
Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

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 Portal.



EMPERIA

DOWNLOAD LEAD REPORT
Download your contact list in the form of your choice.
File name: 1 File size: 1

SETTING COMPANY
After Trade Register (after London is not applicable), we want to make sure you're prepared for an important part of your marketing strategy with the Emperia Lead Release Application. Using the data at the start of this article, which also allows you to make your own contact list and export that contact data. Here's a video: [Introduction to the Emperia Lead Release Application](#). To get you started and ensure some common issues are resolved, we've created a [FAQ](#) for you.

CONTACT DETAILS
Use these instructions to sign to the site. These instructions will help you complete your company details and add it to the site.

DOCUMENTS YOU WANT TO SHARE WITH YOUR LEADS
Select the documents you want to share with your leads. These documents will be part of the email of your company and the contact list you receive.

SELECT THE DOCUMENTS TO SHARE
Select from the documents you have added to your profile.

CONFIRM SAVED CHANGES
Add custom qualifying questions that you would like to ask your leads during your website visit. The Emperia app at the show will notify you when you have a new lead. Review these questions and the Emperia App at the show.

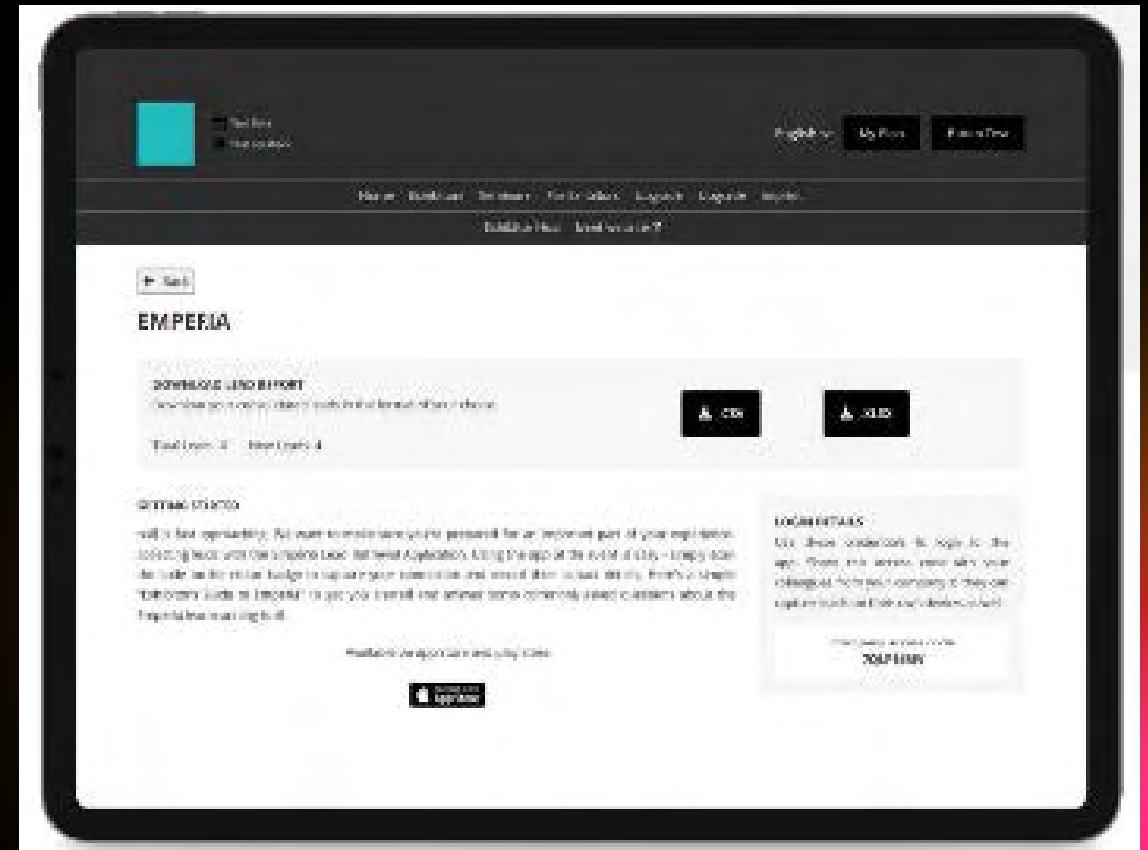
3rd Stage - Emperia

Step 4 - Download your leads report

You can download a consolidated list of all your leads at any time from the Emperia Tile and also from the Exhibitor Dashboard Tile in the Exhibitor Portal. 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 administrator of your company.

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 Portal will continue to be available.



Colleqt

(Visitor-Led Lead Capture)

3rd Stage - Collect

Visitor-Led Lead Capture

Never miss a lead! Collect QR is the smart and efficient way for visitors to collect your exhibitor profile information at the event, in exchange for their contact details.

By displaying Collect QR codes on your stand, this simple visitor-led approach helps you reach prospects even when you are preoccupied with meetings or talking to visitors.

You will be provided with a QR Code to display on your stand. Make sure this is in a prominent position to enable visitors to collect your company information and become a lead.

The contact details of each visitor scanning your QR Code will be shared with you via the exhibitor dashboard alongside your Emperia leads.

Your QR code instantly gives visitors access to all your business information. It's quick, easy and all without the need to print out leaflets or business cards.



Exhibitor Dashboard

(Performance Dashboard)

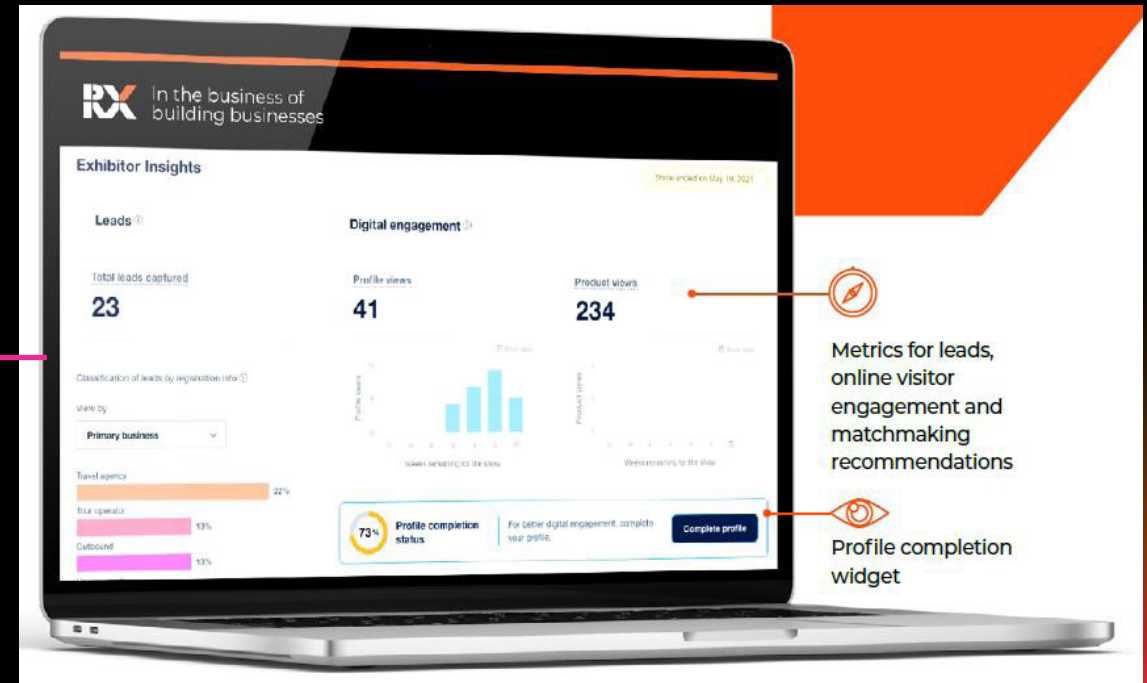
3rd Stage - Exhibitor Dashboard

Performance Dashboard

For **Exhibitors and Sharers**

● In the Exhibitor Portal click on the Exhibitor Dashboard option.

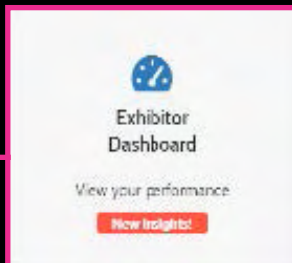
In the Exhibitor Dashboard you will have access to metrics regarding leads (collected by you via Emperia and also submitted by visitors via Colleqt), online visitor interaction and matchmaking recommendations.



Metrics for leads, online visitor engagement and matchmaking recommendations



Profile completion widget



Make data informed decisions for getting the most out of your investment

Pre-show: find out how many online visitors are viewing your online profile and engaging with your brand.

At-show: check how many buyers visited your stand based on real time scans by your team and Colleqt QR code

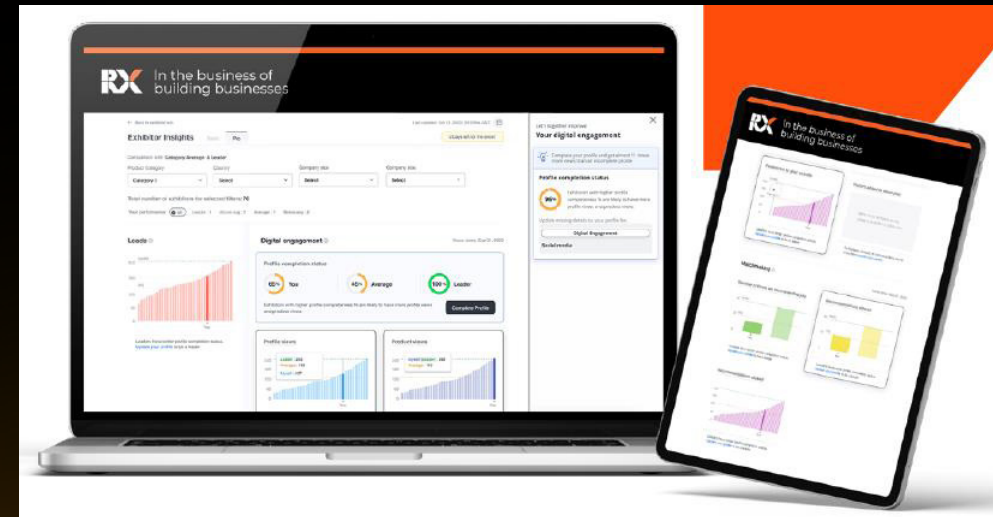
Post-show: review metrics for leads and digital engagement plus segment leads captured by attributes of interest

3rd Stage - Exhibitor Dashboard Pro

Option to upgrade

For **Exhibitors and Sharers**

- Benchmarks for leads, online visitor engagement and matchmaking recommendations
- Profile completion benchmark widget
- Filters for selecting competitors in product category
- Feature and benchmark preview



Upgrade to Dashboard Pro and compare your performance with competitors

Pre-show: analyse how online visitors are engaging with your brand compared to your competitors

Post-show: find out how many leads you were able to capture at show compared to your competitors and understand who the category leader is.

For all enquiries about the
Exhibitor Portal, please contact:

Customer Services

Telephone: +44 (0)20 8271 2171

Email: wtm.helpline@reedexpo.co.uk

For enquiries about **WTM Connect Me**,
please contact:

Customer Services

Telephone: +44(0)20 8138 0188

Email: wtm@app.eventware.com