

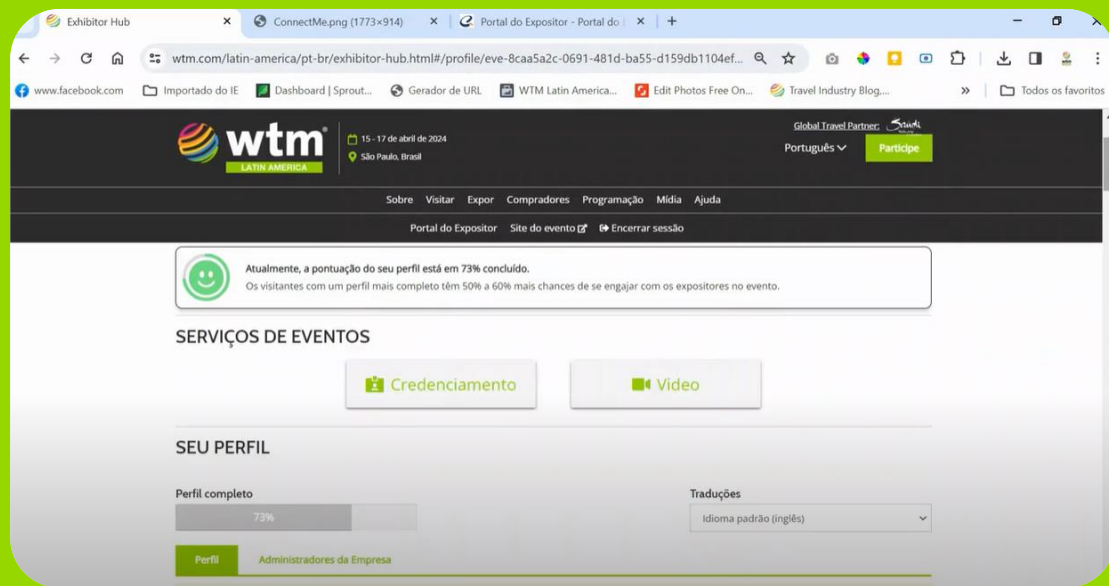
STEP BY STEP

Stage 1. Exhibitor Portal

Stage 2. ConnectMe (appointment system)

Stage 3. Emperia (lead capture app)

Stage 4. Exhibitor Dashboard



Watch the introduction video



[Click here](#)

FOR EXHIBITORS

FOR SHARERS

1st STAGE – Exhibitor Portal

- Step 1. [Receive your access by e-mail](#)
- Step 2. [Select languages](#)
- Step 3. [Describe the details of your organisation](#)
- Step 4. [Register the sharer company's name \(if there is any\)](#)
- Step 5. [Make sure your sharers receive their login details to the portal](#)
- Step 6. [Order badges for your team](#)

- Step 1. [Receive your access by e-mail once the main stand Holder registers your company](#)
- Step 2. [Select languages](#)
- Step 3. [Describe the details of your company](#)
- Step 4. [Order badges for your team](#)

2nd 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](#)
- Step 7. [How to find potential contacts](#)
- Step 8. [How to schedule appointments](#)
- Step 9. [Business Card](#)

- 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](#)
- Step 9. [Business Card](#)

FOR EXHIBITORS AND SHARERS

3rd STAGE – Emperia (lead capture app)

- Step 1. [What is Emperia?](#)
- Step 2. [Company access code](#)
- Step 3. [Share promotional materials with your leads](#)
- Step 4. [Download your leads report](#)

4th STAGE – Exhibitor Dashboard

- Step 1. [Exhibitor Dashboard Performance](#)
- Step 2. [Exhibitor Dashboard \(upgrade\)](#)

**1st STAGE
EXHIBITOR PORTAL**

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 your access details? Please check your spam box and if you do not find it, please contact:

 +55 11 3060-4717  customerservices@rxglobal.com

1st Stage ----- Exhibitor portal

Step 2

Select languages

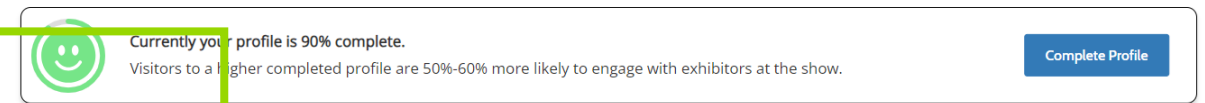
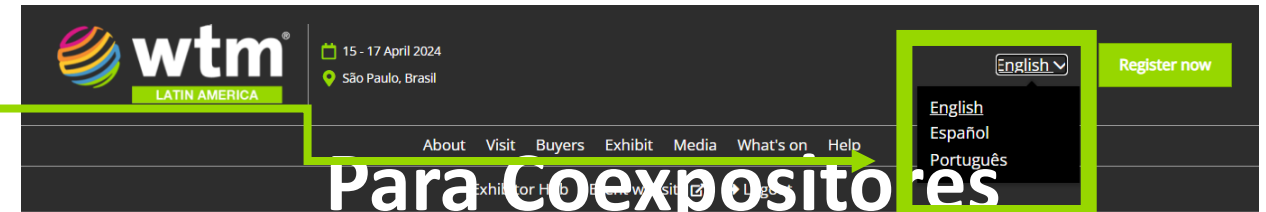
Language selection at the top of the page

Altera o idioma da página para que você possa visualizar as informações no idioma selecionado.

Language selection on 'Edit profile page'

Changes the language of the content you are adding, that is, the language of the information you are going to enter. This is how viewers will see your information depending on the language you enter.

Note: You must first fill out your profile in English and then in the other two languages, Portuguese and Spanish.

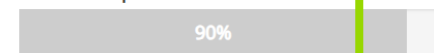


World Travel Market (WTM) Latin America - Re...



YOUR PROFILE

Profile completeness



Profile

Company Administrators

Translations

- Default Language (English)
- Default Language (English)**
- Spanish
- Portuguese

Step 3

Describe the details of your organisation

For Exhibitors and Sharers

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

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

Please make sure you click ' save ' once complete.

* indicates a mandatory field

Display Name *

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

Description
Describe what your company does. Maximum 600 characters

Step 3

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 exhibitor's directory.

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



WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2024 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 3

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) LATIN AMERICA - APRIL 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.

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...

WORLD TRAVEL MARKET (WTM) LATIN AMERICA - APRIL 2024 SPECIFIC

Gallery of products and services

Add Products

Step 3

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 2024 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


DOCUMENTS

These documents are available on the show website.

Enter the social media URL of your company

 FACEBOOK

 TWITTER

 YOUTUBE

 LINKEDIN

1st Stage ----- Exhibitor Portal

Step 4

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
Reed Exhibitions Test	Bronze package	WTMLA24	1 m ²

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

Exhibitor Dashboard Analytics
Check your performance and get insights to improve
New Insights available

Sharers
Add and manage your allocated Stand Sharers.

Step 5

Make sure your sharers receive their login details to the portal

If you 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 3060-4717



customerservices@rxglobal.com

Step 6

Order badges for your team





For Exhibitors

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

In this field, you will be able to request Exhibitor Staff and Exhibitor PR badges.

The screenshot displays the Exhibitor Portal interface. At the top, the 'wtm' logo and the dates '15 - 17 April 2024' are visible. Below this, there are several data fields and a grid of action buttons. A green arrow points from the 'Badges' button to the text in the green box on the left.

Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions Test	Bronze package	WTMLA24	1 m ²	-

 Edit Profile Page This information will appear on the show website.	 Analytics Check your performance and get insights to improve New insights available	 Share Add and manage your allocated Stand Sharers.	 Badges Download and print your badges.
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**2nd STAGE
ConnectMe
(appointment system)**

* ConnectMe will be available at the end of February

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 20 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.
- Meetings requests can be accepted or refused by you.

Step 2

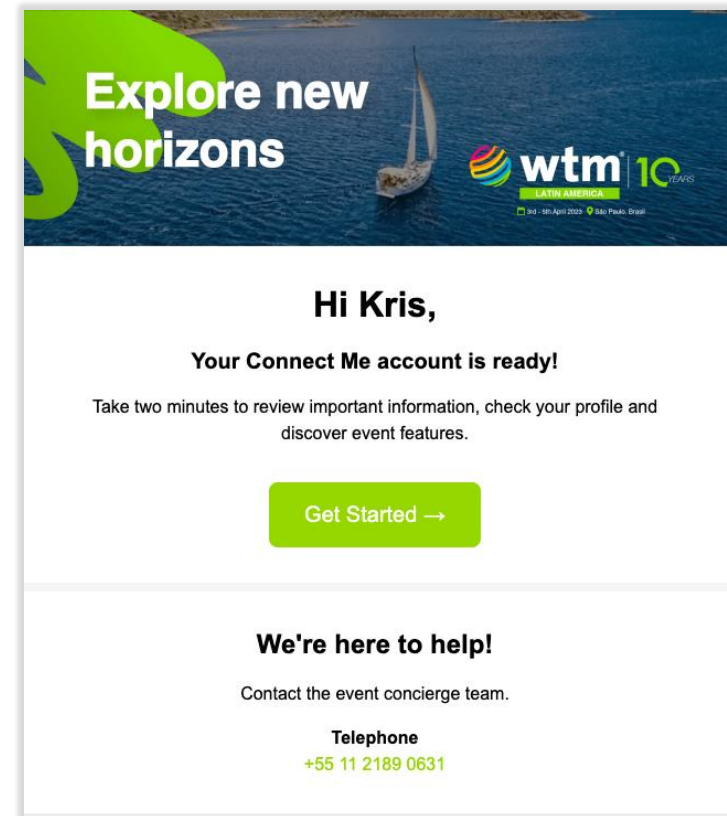
Receive your access by-mail

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:

E-mail: wtm-latinamerica@eventnetworking.com



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:

E-mail: wtm-latinamerica@eventnetworking.com

Concierge team



Harry Squire



Ashley Locker



Chris Arocho

2nd Stage ----- ConnectMe

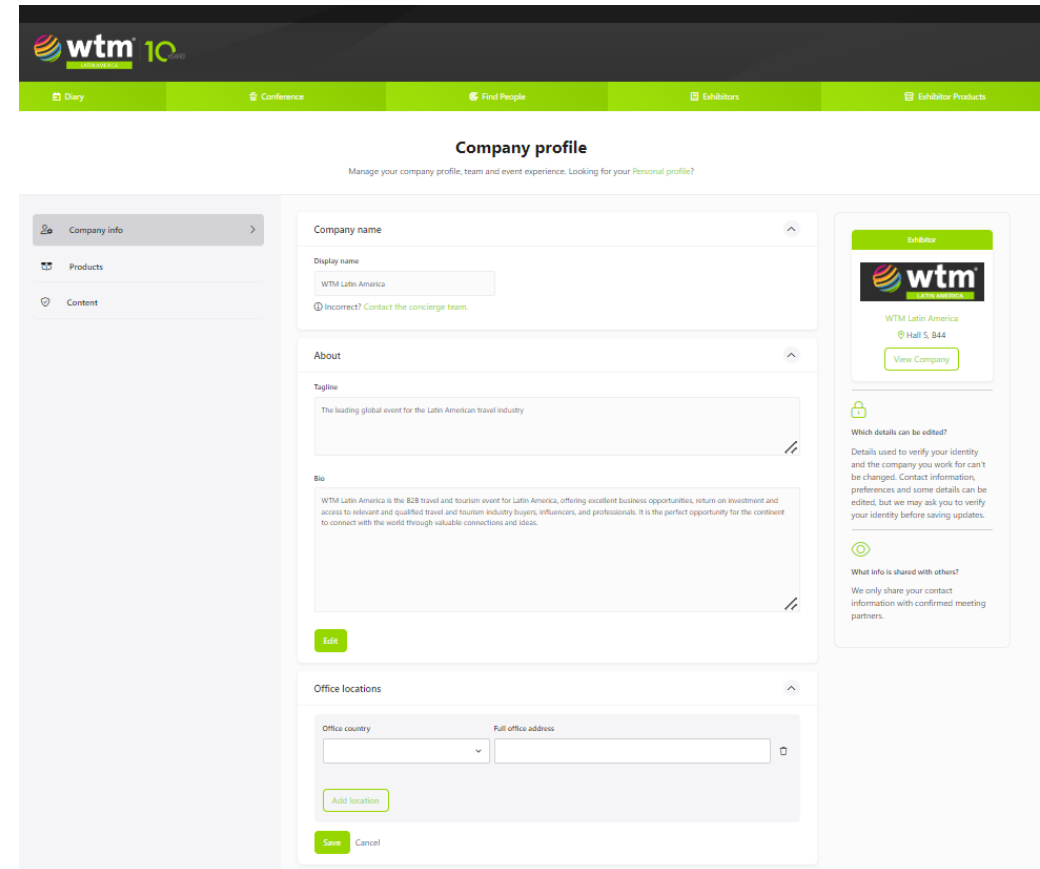
Step 4

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 displays the 'Company profile' management interface on the WTM 10 ConnectMe platform. The page is titled 'Company profile' and includes a sub-header: 'Manage your company profile, team and event experience. Looking for your Personal profile?'. A navigation menu on the left contains 'Company info', 'Products', and 'Content'. The main content area 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:** Features a 'Tagline' field with the text 'The leading global event for the Latin American travel industry' and a 'Bio' field with a detailed description of the event.
- Office locations:** Contains a form for 'Office country' (a dropdown menu) and 'Full office address' (a text input field), with an 'Add location' button below.

On the right side, there is a 'Company info' sidebar showing the WTM logo, 'WTM Latin America', and 'Hall 5, B44', with a 'View Company' button. Below this, there are two informational boxes: one with a lock icon titled 'Which details can be edited?' and another with a share icon titled 'What info is shared with others?'. At the bottom of the main form, there are 'Save' and 'Cancel' buttons.

2nd Stage ----- ConnectMe

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 'My profile', 'Event preferences', and 'Account settings'.
- Profile photo:** A circular profile picture placeholder with an 'Upload photo' button and a note: 'Recommended 210px. Max file size 100k'.
- Profile information:** A section with a 'Job title' field (containing 'CEO'), an 'About me' text area (with a placeholder 'Tell people about yourself and why you are at the event.'), and an 'Edit' button.
- Contact details:** A section with a 'Mobile number' field (containing '+44776110120') and an 'Edit' button.
- Search information:** A section with a dropdown menu for 'What types of companies & products & services are you looking for at WTM Latin America?' and an 'Edit' button.
- Right sidebar:** A summary card for 'Sonia Jones, CEO, WTM Latin America' with a 'View profile' button. Below it, two informational boxes: 'Which details can be edited?' (listing details that can and cannot be changed) and 'What info is shared with others?' (explaining contact sharing with confirmed partners).

2nd Stage ----- ConnectMe

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 is a dark header with the 'wtm 10 YEARS' logo. Below it is a green navigation bar with icons for Home, Inbox, Diary, Conference, Find People, and Exhibitors. The main content area features a personalized greeting: 'Hi Sonia, welcome to Connect Me'. Underneath, there are three task cards: 'Complete your personal profile' (with a checklist of items 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 items like 'Complete your tagline and bio', 'Upload a logo', 'Add your website and socials', and 'Showcase your products / services'), and 'Start a new search' (with a 'Start searching' button). Below these is a 'Meeting Recommendations' section featuring a profile card for Julia Ferguson, a Travel Advisor at ILT Croatia, with 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, there is a navigation bar with icons for Conference, Find People, Exhibitors, Exhibitor Products, Buyers, and Media. Below the navigation bar, the main heading reads "Browse Buyers at WTM Latin America 2023". A sub-heading indicates "You've used 2 of 40 pending meeting invitations." Below this, there is a grid of ten potential buyer profiles, each featuring a circular profile picture, a star icon, and a list of details including name, title, company, and a "Send Invite" button.

Name	Title	Company	Action
Chris Keller	Representative	Travcoding LLC	View meeting
Rita Levine	Representative	Jamaica Safari	View Invite
Fforest 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

2nd Stage ----- ConnectMe

Step 8

How to schedule appointments

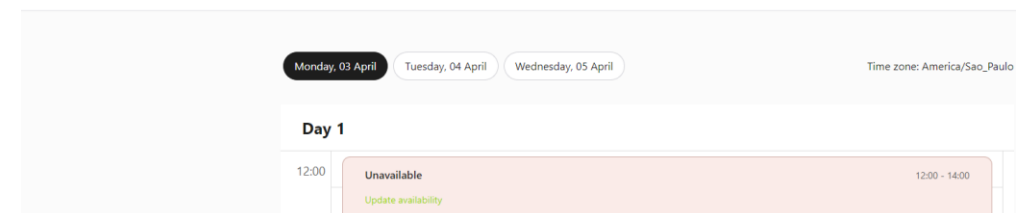
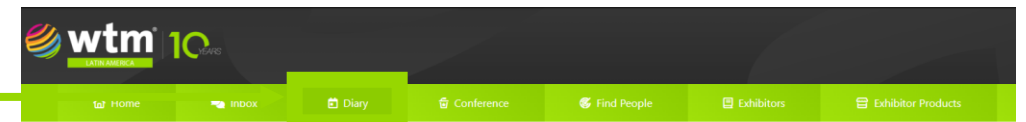
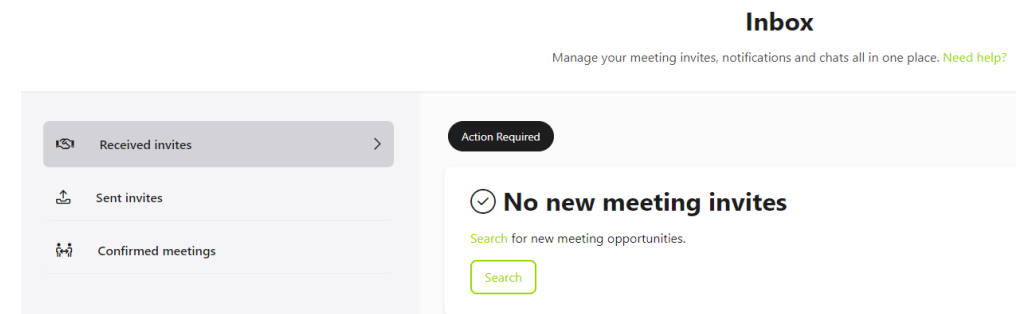
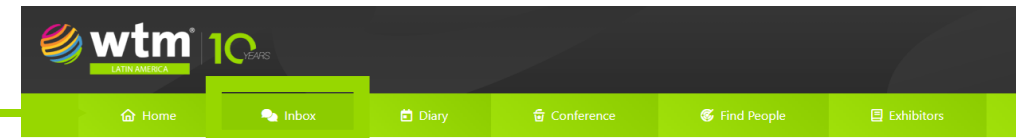
Inbox

- 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

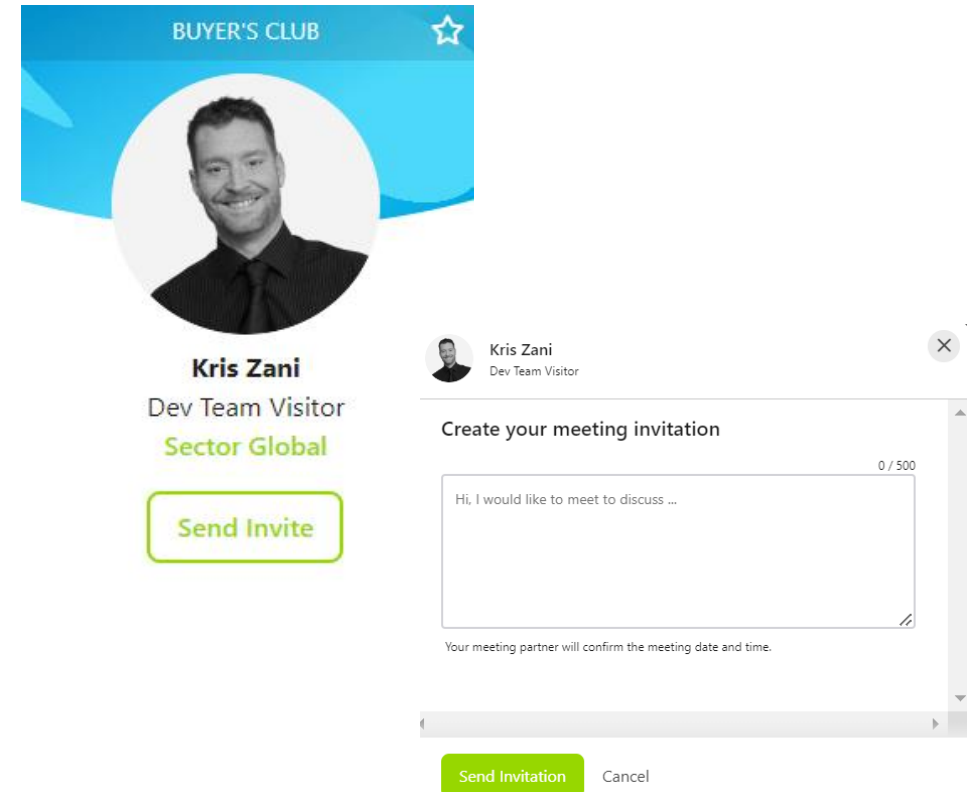
How to schedule appointments

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.



**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.*

2nd Stage ----- ConnectMe

Step 9

Business card

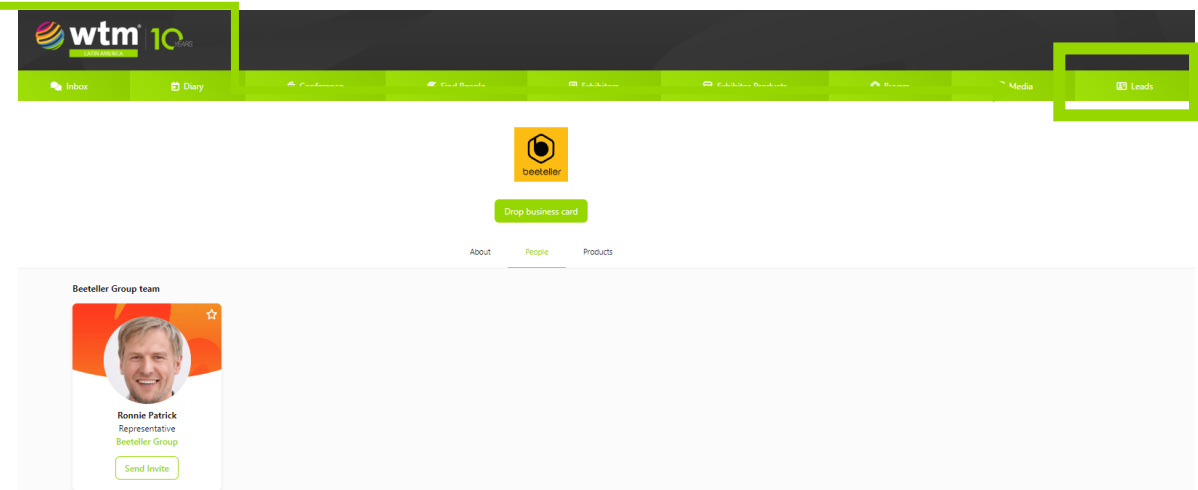
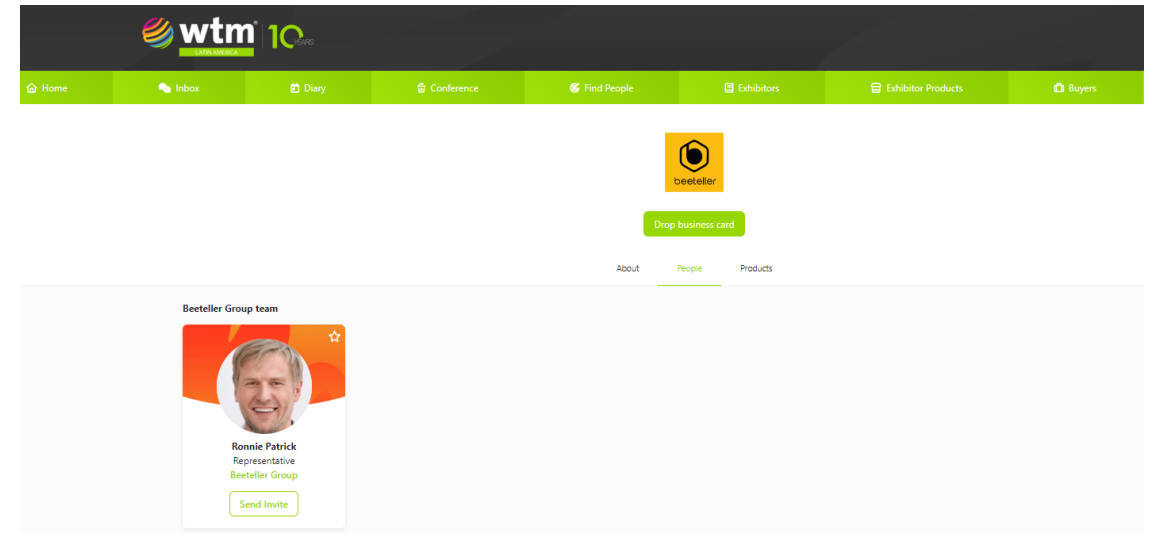
Send business card

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 (15/04) and will remain available until 15/05.*



3rd STAGE
Emperia
(lead capture
app)

Step 1

Whats 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. Your company's manager must log in to the Exhibitor Portal and click on the "Emperia" icon to obtain the access code for the company. This code can be shared with other team members.
 2. Download the app: from iTunes or Google Play Store.
 3. Log in to the Emperia application: using your full name and the company access code provided by your manager and available on the "Emperia" icon in the Exhibitor Portal.
- **If you can't find the email**, check your junk/spam folder. If you can't find your company access code , contact the Customer Services team.
 - Only the company manager will receive the Emperia access code and is responsible for sharing it with the rest of the team. If you have any questions, please contact the Customer Services team

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 promotional materials with your 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” in the Exhibitor Portal.



The screenshot shows a form titled "Upload Documents" with the following elements:

- A heading "Upload Documents" in bold.
- Instructional text: "Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file."
- A numbered step 1: A dropdown menu with the text "Select a category..." and a downward arrow.
- A numbered step 2: A blue button labeled "Upload PDF file".
- A note below the button: "Maximum size 5MB per file."

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

Step 4

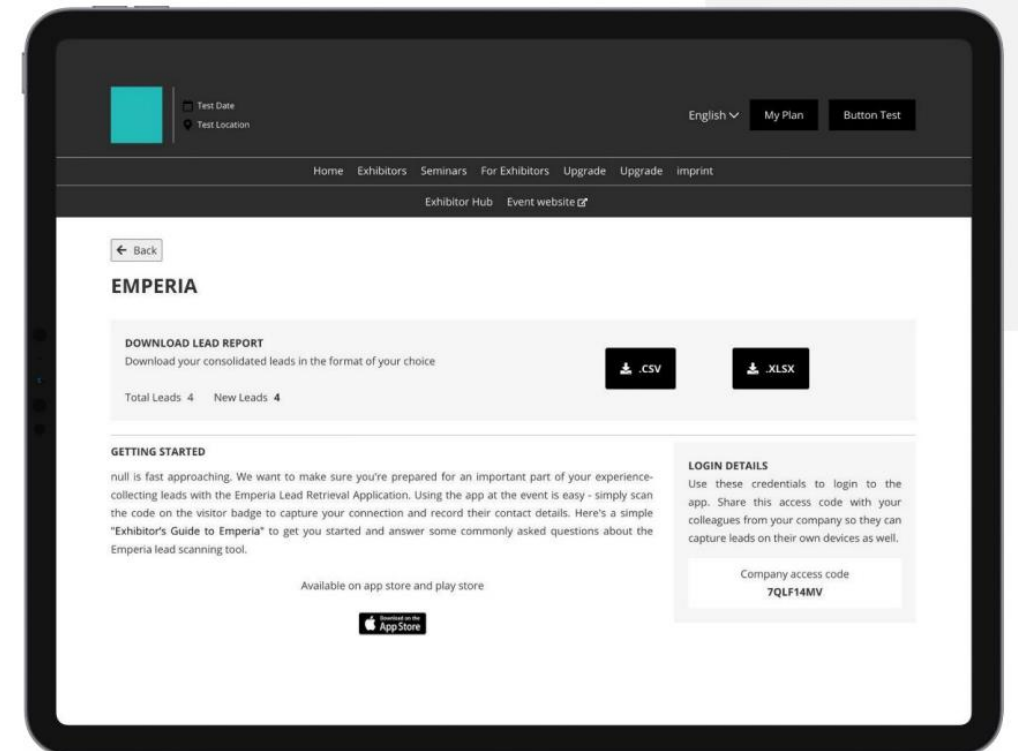
Baixe seu relatório de leads

You can download a consolidated list of all the leads at any time, from the “Emperia” zone in the Exhibitor Portal.

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.

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 anytime.



**4th STAGE Exhibitor
Dashboard
performance**

4th Stage ----- Exhibitor Dashboard Performance

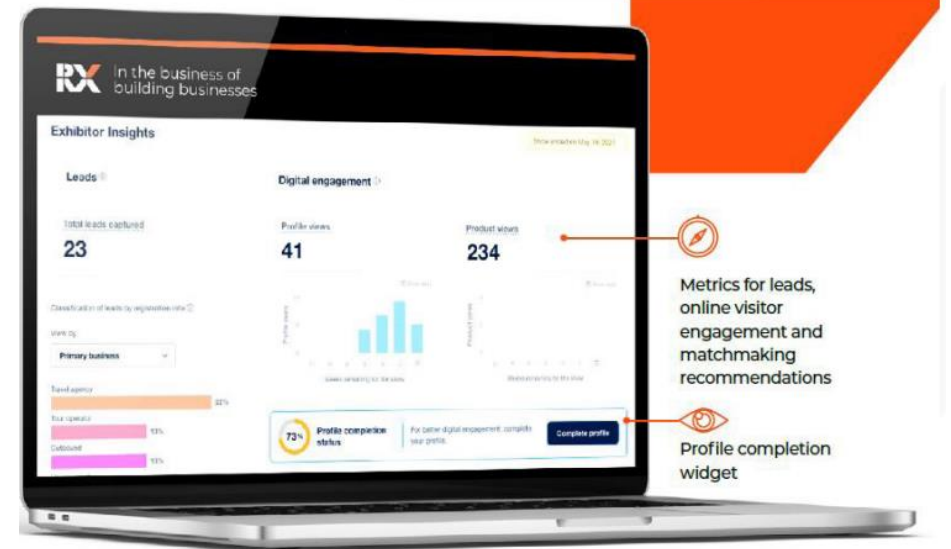
Step 1

Exhibitor Dashboard Performance

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 Analytics

Check your performance and get insights to improve

New Insights available

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.

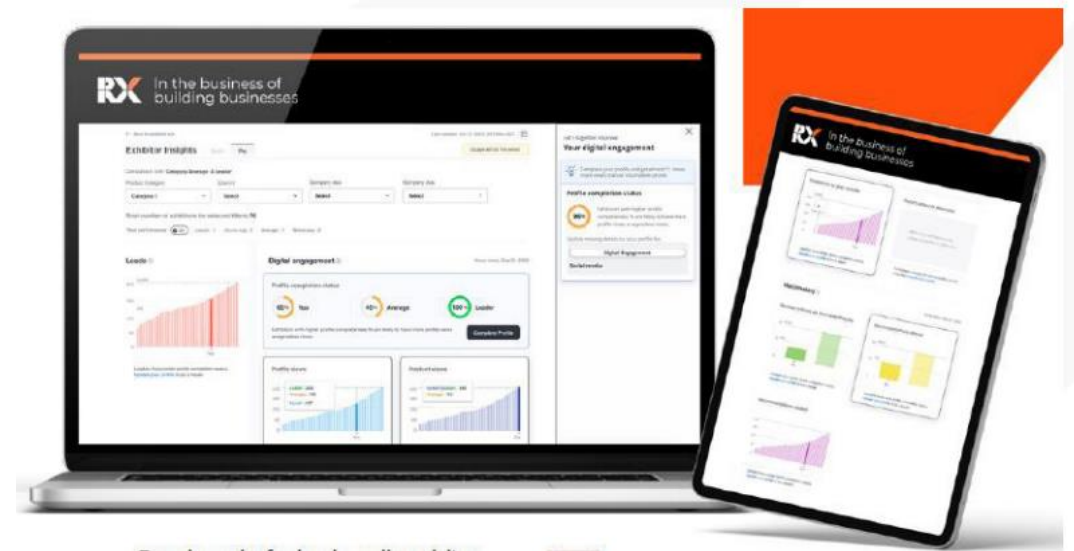
Post-show: review metrics for leads and digital engagement plus segment leads captured by attributes of interest.

Step 2

Exhibitor Dashboard (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: +55 11 3060-4717

E-mail: customerservices@rxglobal.com

For enquiries about ConnectMe, please contact:

Concierge Service

E-mail: wtm-latinamerica@eventnetworking.com