

WTM Exhibitor Step by Step Guide

 **wtm**
LONDON
EXCEL | 03-05 NOV 2026



Business Builder

(included as standard)

Promote, connect, thrive: for the ultimate event ROI

Help more buyers find you, make more and smarter connections, access business opportunities and prove event results with measurable data. Find out how to exceed your event goals.



Help the right buyers find you by completing your **Exhibitor Profile**.

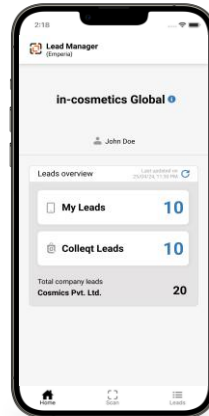


Drive interest in your business by showcasing your brand and products on the event website.

Choose a **Priority Plus Profile** for the ultimate visibility opportunity.



Never miss a lead when you use **WTM Connect Me and Lead Manager**.



Save time, money and effort with WTM Connect Me, the Lead Manager App and Collect QR codes. The smartest way to connect, qualify and follow up with buyers. **Choose Lead Booster (Offers) to drive even more people to your booth.**



Maximise your ROI one insight at a time with **Exhibitor Dashboard**.



Analyse and maximise your event results with your performance dashboard.





Your WTM Exhibitor Profile

Build Your Profile



Step 1. How to login

The person appointed as the administrator in the contract will be sent a link to the portal and have access to reset the password and login. If you haven't received access details, please check your spam box and then contact the WTM London Customer Services team, detailed on the last slide.

Step 2. Your Profile

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 WTM Exhibitor Directory.

Use the pencil icon to update and save any new information as you go.

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 Product Categories most closely fit your company?

Business & Corporate Travel

What is your company's main activity?

Business & Corporate Travel

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

Antarctica



COMPANY WEBSITE
<https://wtm.com/london>

COMPANY EMAIL

COMPANY PHONE

ADDRESS
Gateway House
28, the Quadrant
Richmond
TW9 1DN
United Kingdom



Choose a Priority Profile for the ultimate visibility opportunity – speak to your sales account manager for more details.

Build Your Profile



Step 3. Matchmaking and Products Gallery

Select the products that best represent your organisation to help buyers find you through our recommendations. These can include logos, press releases and brochures. The products added by you will be displayed on your organisation's profile in the WTM Exhibitor Directory.

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?

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

Are you interested in meeting influencers or content creators?

Are you interested in meeting press/media

What is your primary objective for visiting?

Gallery of products and services

[Add Products](#)

Products added: 1



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.

Register Sharers

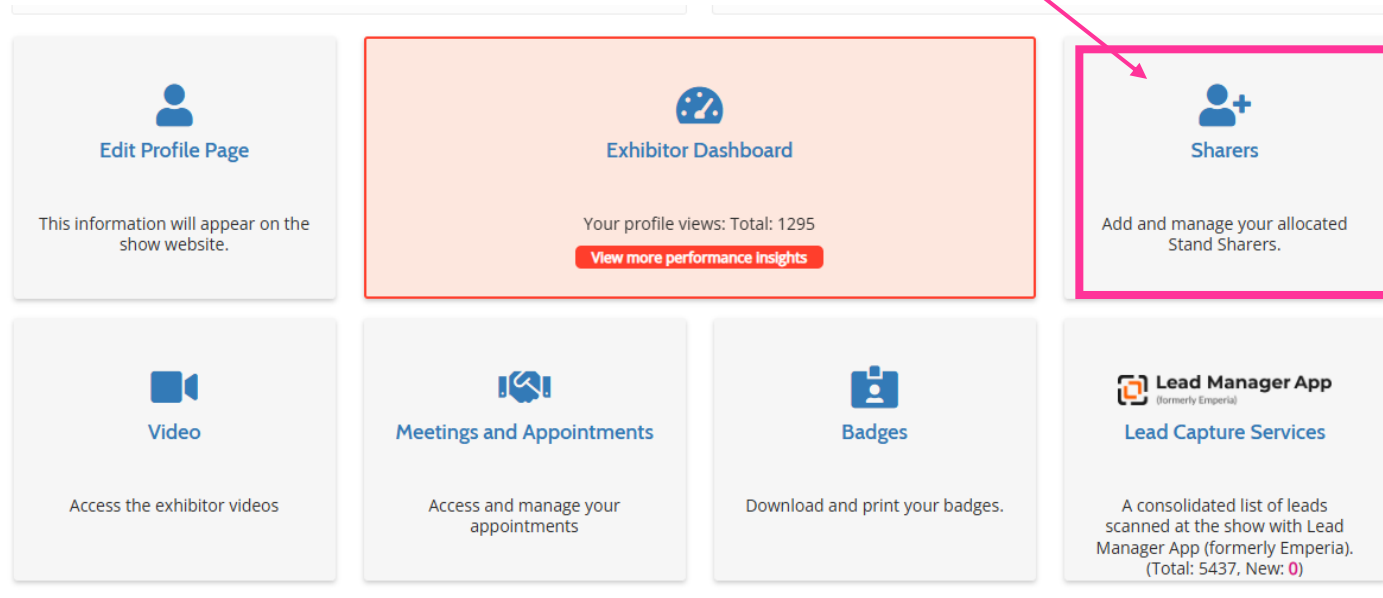


Step. 1 Register Sharers

Register any sharing companies including the company name and the e-mail of the person who will be the administrator of this profile.

Step 2. Sharer Logins

Make sure your sharers receive their login details to the portal. If you need support, contact the WTM London Customer Services team, detailed on the last slide.



The screenshot shows a dashboard with several tiles. A pink arrow points from the text in Step 1 to the 'Sharers' tile. The 'Sharers' tile is highlighted with a pink border.

Tile	Icon	Title	Description	Additional Info
Edit Profile Page	Person icon	Edit Profile Page	This information will appear on the show website.	
Exhibitor Dashboard	Dashboard icon	Exhibitor Dashboard	Your profile views: Total: 1295	View more performance insights
Sharers	Person with plus icon	Sharers	Add and manage your allocated Stand Sharers.	
Video	Video camera icon	Video	Access the exhibitor videos	
Meetings and Appointments	Handshake icon	Meetings and Appointments	Access and manage your appointments	
Badges	Badge icon	Badges	Download and print your badges.	
Lead Manager App	App icon	Lead Manager App (formerly Emperia) Lead Capture Services	A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia). (Total: 5437, New: 0)	

Register Badges

 Promote



Edit Profile Page

This information will appear on the show website.



Exhibitor Dashboard

Your profile views: Total: 1295

[View more performance insights](#)



Sharers

Add and manage your allocated Stand Sharers.



Video

Access the exhibitor videos



Meetings and Appointments

Access and manage your appointments



Badges

Download and print your badges.



Lead Manager App
(formerly Emperia)

Lead Capture Services

A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia).
(Total: 5437, New: 0)

Register Team badges

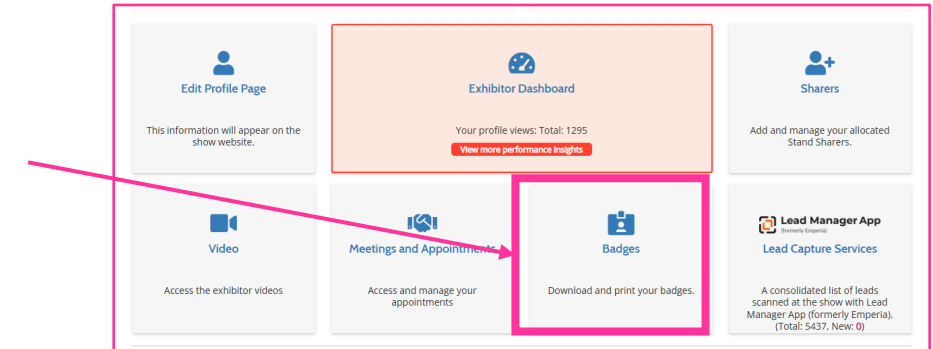
Ensure you have registered all your team so they get full access to WTM Connect Me and can arrange their meetings.

Invitations



Invite Your Clients - A more targeted, high-value audience at WTM London

- New for 2026, Trade visitors will pay to attend from the start of registration, with prices increasing throughout the campaign to encourage early commitment.
- Driving higher attendee intent, improved lead quality and a more focused, business-first environment.
- Buyers, Media and Ministers remain free of charge.



My Invitation Updates

- Main Stand Holders will receive a unique invitation link and code to invite selected clients and contacts to attend WTM London free of charge.
- Allocations are based on stand size:
 - **Minimum 5 invitations** per Main Stand Holder
 - **+1 additional invitation per 5sqm**
 - **Maximum 150 invitations** per stand
- Invitations are designed for exhibitors to invite key contacts they want to meet, supporting a more targeted audience.
- They are **not** for staff badges and will be actively monitored.
- **Sharing Partners** will receive up to **3 free invitations**.

Badges for the event will be available to download and print via the "Register Badge Names" tab nearer to the event.

Please note that once a badge is downloaded, amendments to that badge cannot be made. ↓

Exhibitor summary Register badge names Purchase badges & allocations **Invite your Clients** Receipts / Invoices

Company Name	Type	Allocations						Actions
		Allocation	Initial assignment	Purchased	Total	Registered	Remaining	
WTM London	Main Stand Holder	Exhibitor badge allocation	4	0	4	2	2	
		Exhibitor PR badge allocation	2	0	2	0	2	
		Exhibitor VIP	3	0	3	0	3	



WTM Connect Me – Meetings Platform

WTM Connect Me

- Register for your exhibitor badge, for access to a profile and an agenda
- Block out the times that you will not be available for meetings at your stand such as during seminars you plan to attend
- Every morning from **09.00 – 09.30** your calendar will be blocked out for informal networking on your stand. **The first 30mins will be for Buyers, Trade Plus and Media only to enter the halls, so make sure you take advantage of these key players.**
- Download your agenda in full before you go to the show. WTM Connect Me will be open available to access in August.
- 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

Get in Touch



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Concierge Team



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Concierge Team

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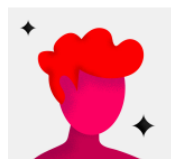
WTM Connect Me

Your 5 Step Guide to Matchmaking:



1. Get started Once you have registered for your badge in the WTM Exhibitor Portal, you will receive an email with access to your Connect Me account.

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 easily.



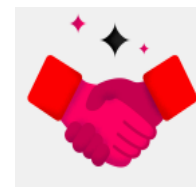
2. View your profile Update your details to ensure other people can find you. Your contact information is shared only with your confirmed meeting partners.

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



TOP TIP

Be sure to keep checking back closer to the show as more Buyers register to attend.



3. Find companies & people Use the search tools to discover new opportunities based on your business requirements.

In the field “Buyers” use the advanced search filters to define a list of contact options.



4. Send meeting invitations Send and receive meeting requests to relevant contacts and arrange meetings on your stand.



5. Check your schedule
Add appointments to your schedule and receive reminders and support from our concierge team; Never miss a meeting or an important event update.



TOP 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.



WTM Lead Manager

Lead Manager App

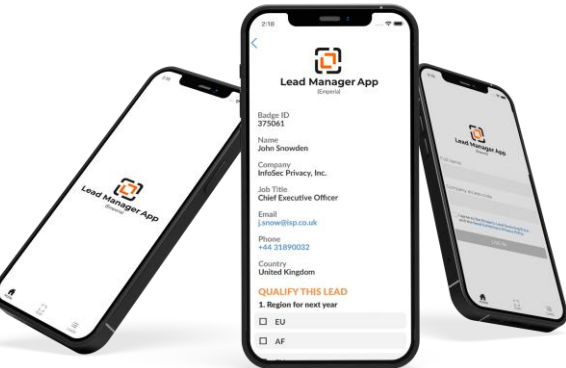


Connect and qualify on the go

Send smarter follow-ups when you collect richer data with the ultimate event lead connection and scoring solution. Your on-site team can capture conversation highlights and qualify each lead on the go for easy and effective follow-ups.

TOP TIP

Use your lead scores to prioritise high potential leads. Leverage the conversation notes to tailor your follow-up approach, addressing specific needs and pain points.



215

Average leads scanned per exhibitor

How to login

- Log into the Exhibitor Portal and find your company access code in the RX Lead Manager tile. You will also receive a welcome email with these details ahead of the show (sent from no-reply@rxglobal.com).
- Download the RX Lead Manager app: Search for Lead Manager on Apple App Store or Google Play Store.
- Log in to the Lead Manager app: Using your full name and the company access code from Exhibitor Portal to get started.
- Share your RX Lead Manager access code with your colleagues who have registered for an WTM Exhibitor badge.
- 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 and then contact our customer service team (detailed on the last page).

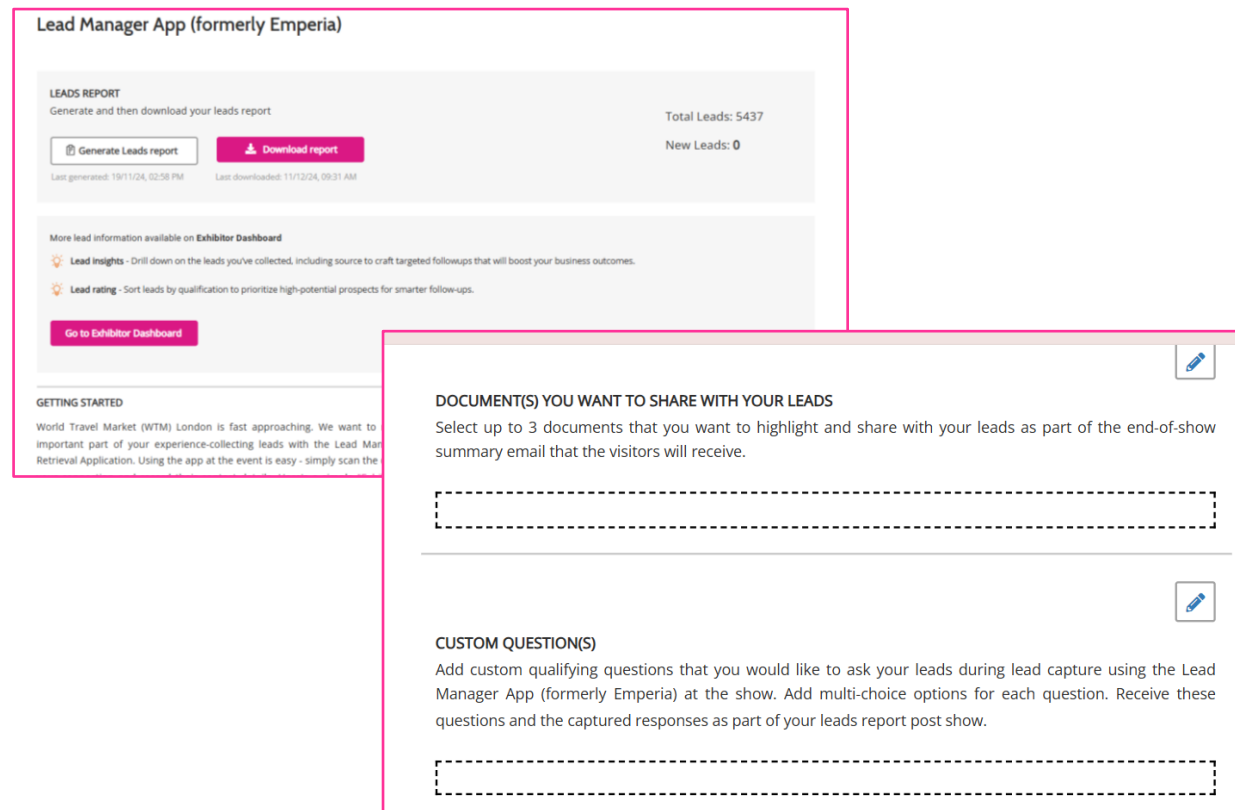
Source: 51 international trade shows that took place between 1.1.24 -31.05.24.

Lead Manager App



How to use the App

- You can download a consolidated list of all your leads at any time from the Lead Manager Tile in the Exhibitor Portal.
- Share custom content such as brochures and product details with your captured leads. The documents added to your Profile in the Exhibitor Portal must be selected in the “Lead Manager Tile” and saved to enable these documents to be shared with your leads. A consolidated email will be sent to your leads at the end of the show with your company details and custom content.
- Add custom qualifying questions that you would like to ask your leads during lead capture.
- You will be logged out of the Lead Manager App 20 days after the show’s end date. Lead details will continue to be available.



Lead Manager App (formerly Emperia)

LEADS REPORT
Generate and then download your leads report

Total Leads: 5437
New Leads: 0

[Generate Leads report](#) [Download report](#)

Last generated: 19/11/24, 02:58 PM Last downloaded: 11/12/24, 09:31 AM

More lead information available on [Exhibitor Dashboard](#)

- Lead insights** - Drill down on the leads you've collected, including source to craft targeted followups that will boost your business outcomes.
- Lead rating** - Sort leads by qualification to prioritize high-potential prospects for smarter follow-ups.

[Go to Exhibitor Dashboard](#)

GETTING STARTED
World Travel Market (WTM) London is fast approaching. We want to important part of your experience-collecting leads with the Lead Manager App. Using the app at the event is easy - simply scan the QR code.

DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS
Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

CUSTOM QUESTION(S)
Add custom qualifying questions that you would like to ask your leads during lead capture using the Lead Manager App (formerly Emperia) at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.



[See how Lead Manager App works](#)



Source: 51 international trade shows that took place between 1.1.24 -31.05.24.

Colleqt QR Code



Go paperless and never miss a lead

Busy at the show? Don't lose potential customers: they can scan your Colleqt QR Code so you can follow-up later. Make your stand work harder as you share relevant business information via your QR code and exchange contact details

25%

More leads on average*



TOP TIP

Add Lead Booster to drive even more people to your booth with a targeted offer.

- 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 RX Lead Manager.
- 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



[See how it works](#)



* Source: Based on exhibitors who used Colleqt QR Code in addition to Lead Manager App (formerly Emperia). Review of leads collected by 8639 exhibitors across 34 tradeshows globally that took place in 2024.



Exhibitor Dashboard

Exhibitor Dashboard

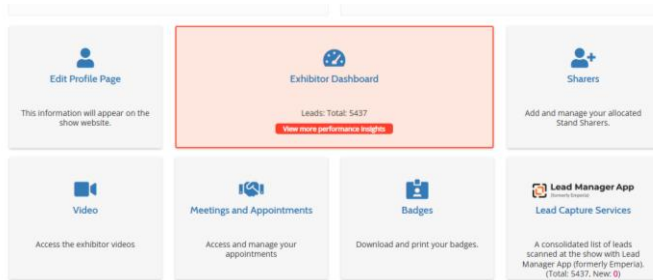


(included as standard)

Maximise your ROI one insight at a time

Real time opportunities to achieve your goals at the show.

You'll get access, via the WTM Exhibitor Portal, to intelligent data and recommended actions to evaluate your performance in real time and boost your results.



Use the rich lead data from your Lead Manager (App and Collect QR code) to develop a standout follow up strategy.



Translate event outcomes into concrete metrics that help measure your ROI.



Measure and benchmark brand exposure to boost your results (see Benchmark Analytics tab).



Discover companies that viewed your profile before the show, see the **Profile Viewers** tab to increase meeting levels and unlock new business opportunities.



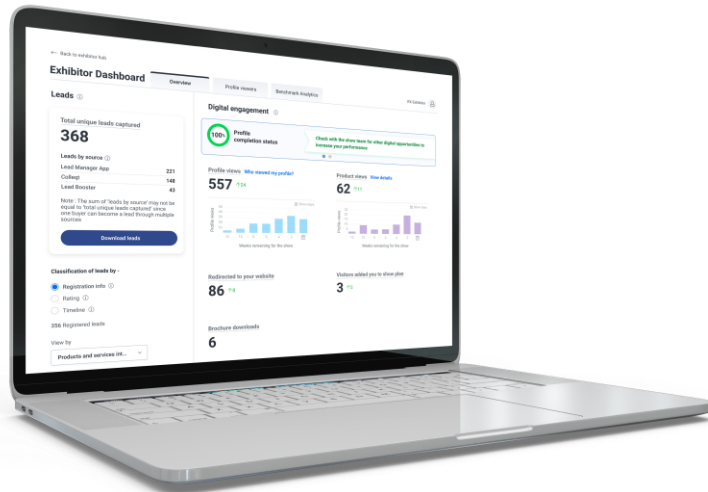
Select Sharers Dashboard will enable Main Stand holders to view all sharers in one list with the percentage they have completed their Company online profile in the Exhibitor Portal, and number of leads collated via RX Lead Manager and Collect.



[Watch the video](#)



[Try the demo](#)



Exhibitor Extras

Take your participation at WTM London to the next level...

Upgrade your Profile

Stand out, get noticed, unlock business

Your Exhibitor Profile helps buyers find you with an online showroom to promote your business.

Choose a Priority or Priority Plus Profile to outshine the competition and tell visitors why you're a must-see exhibitor.

	Exhibitor Profile	Priority Profile (limited availability)	Priority Plus Profile (very limited availability)
Drive interest in your business by showcasing your brand on the event website	✓	✓	✓
Your profile includes contact details, brands, products and services, and other promotional materials	✓	✓	✓
Be seen more often with a double-height and highlighted profile		✓	✓
Highlight to visitors why your stand is a must-see		✓	✓
Showcase your products with product previews		✓	(includes scrolling preview)
Ultimate visibility with profiles rotating in top placements		3 rd and 4 th position (after Priority Plus)	Top 2 Positions
Maximum exposure with your profile promoted on the website homepage			✓
Exposure to relevant audiences with a guaranteed top placement in your chosen product category			✓
PRICE	Included	£2682 + VAT (speak to your Sales Account Manager)	£9530 + VAT (speak to your Sales Account Manager)

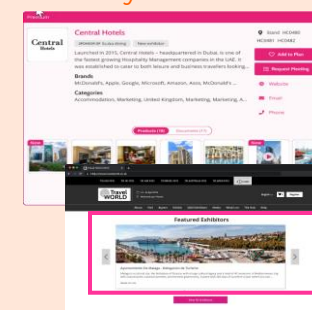
Exhibitor Profile



Priority Profile



Priority Plus Profile



Lead Booster



Attract even more of the right leads

Get new leads by giving attendees the perfect reason to visit your booth and unlock new opportunities. You create an irresistible offer to attract registered attendees to your booth. With limited spaces available, each offer gets maximum visibility to maximise your lead generation results at the show. Don't miss out.

TOP TIP

Craft your offers carefully with your goal in mind:

- To attract highly qualified leads, live demos and whitepapers can be very effective.
- For larger quantity, but less qualified leads, a giveaway works well.

Lead Booster
add on
£2676 + vat

1884

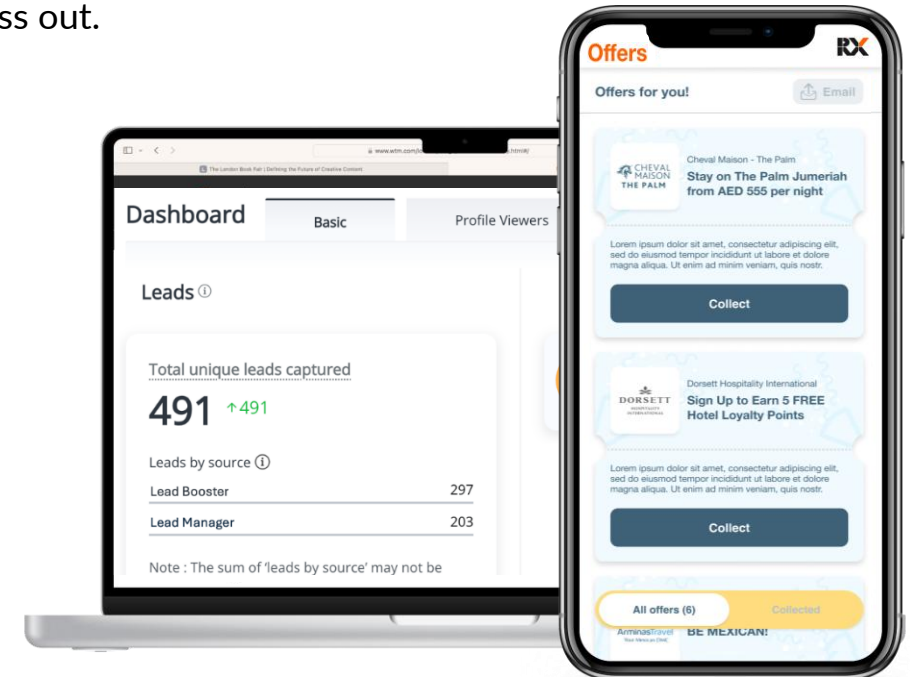
Average views per offer*

50+

Average leads per offer*

US\$6.4

Average cost per lead**



Your leads

What visitors see

* Source: RX exhibitor Lead Booster usage at 51 global trade shows in 2024.

Contact Us

For all enquiries about the Exhibitor Portal, please contact:

Customer Services Telephone: +44 (0)20 8271 2171

Email: customeronboardingandfulfilment@rxglobal.com

For enquiries about WTM Connect Me, please contact:

Telephone: +44(0)20 8138 0188

Email: wtm@app.eventware.com