

# 德国汉堡机上用品展2021

线上交流平台机会

World Travel Catering  
& Onboard Services<sup>®</sup>

**EXPO** |

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World Travel Catering<sup>®</sup>  
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**EXPO** |



# Digital Banners

## 官网条幅广告

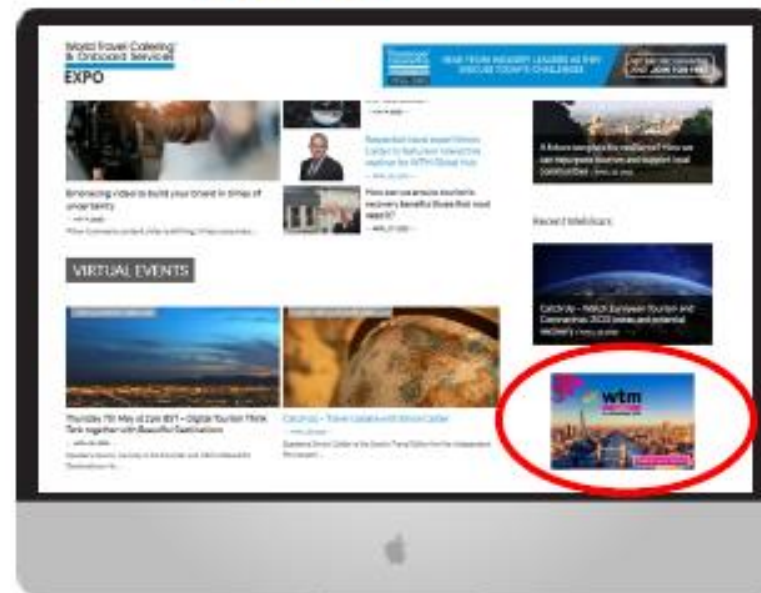
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EXPO

Ⓐ Sitewide Leaderboard (728x90)

Ⓑ Homepage Medium Rectangle (300x250)

Ⓒ In-Article Leaderboard (728x90)



<b>Sitewide Leaderboard</b>	<b>Size: 728 x 90px</b>
Location: Appears on <u>every page</u> of the hub	
Exclusive	price for 3 months sole promotion. €1,250

<b>Homepage Medium Rectangle</b>	<b>Size: 300x250px</b>
Location: Only appears on the homepage	
Exclusive	price for 3 months sole promotion. €950

<b>In-Article Leaderboard</b>	<b>Size: 728 x 90px</b>
Location: Appears on blog articles and content pages after the first paragraph	
Exclusive	price for 3 months sole promotion on all articles on the hub €1,250
Specific content	Specific content sponsor for one article, or a range of articles for 1 month €600



## 独家中心赞助 Exclusive Hub Sponsor

### What are you getting?

- Sole tenancy takeover of ALL digital banner advertising on the hub for a three month period
- Place your business front and centre on the whole WTCE content hub by taking over ALL banners on the site so you will be seen by ALL visitors
- Link the banners directly to either your exhibitor profile or your company website.

### What are the benefits?

#### Enhanced Brand Exposure:

Only your adverts will be shown everywhere on the hub.

Be at the forefront of all visitors' minds by promoting your product or brand across entire site.

Your adverts will be seen across the hub for three calendar months as visitors browse the hub to engage in the latest insights, interviews and industry and WTCE event news.

#### Build Brand and Product Awareness:

Link your banners to your exhibitor directory profile, company website or dedicated landing page where visitors can get more information and contact you.

#### Create a real impact:

Align your brand with WTCE and thought leadership articles published on the hub.

Make sure you're product is seen by all key decision makers visiting the hub from the global travel catering and onboard passenger services industry.

#### PACKAGE INCLUDES ALL ADVERTISING BANNER POSITIONS ON THE HUB:

- (A) **Sitewide Leaderboard** (728x90px)
- (B) **Homepage Medium Rectangle** (300x250px)
- (C) **In-Article Leaderboard** (728x90px)

独家租赁WTCE content hub（线上交流平台）所有的数字横幅广告三个月  
让您被所有的访问者看到  
横幅直接链接到您的简介或公司网站



Package Price:  
€ 3,250

**Top tip:** This is a great option for a product launch campaign i.e. have teaser banners in the lead up across the whole platform to create a buzz in the lead up to the launch.



High  
visibility



Create a real  
impact



Brand  
awareness



Product  
promotion



Lead  
generation



赞助内容:访客博客

## Sponsored Content: Guest Blog

### What am I buying?

- Opportunity to write a (vetted) article to publish on the content hub as a Guest Blog
- A fantastic opportunity to showcase your expertise on business critical issues or demonstrate your brand as thought leaders in the industry
- Your blog post will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure and ensuring your ideas are available to a wider audience
- Promotion across WTCE social media channels

### What are the benefits?

#### Demonstrate Thought leadership:

Make sure your knowledge and expertise is seen and read by the industry, beyond your own website and collateral.

#### Brand Exposure:

Be at the forefront of readers minds by associating your product/service to a particular subject area.

#### Build Brand and Product Awareness:

Link your guest blog article to your exhibitor directory profile, company website or dedicated landing page where visitors can get more information and contact you.

**Promotion:** Guest blog posts will receive one social media post to promote their published article across each WTCE social media channel (LinkedIn, Twitter, Instagram, Facebook).

Price: €995  
per post



Thought leadership



Brand awareness



Drive engagement

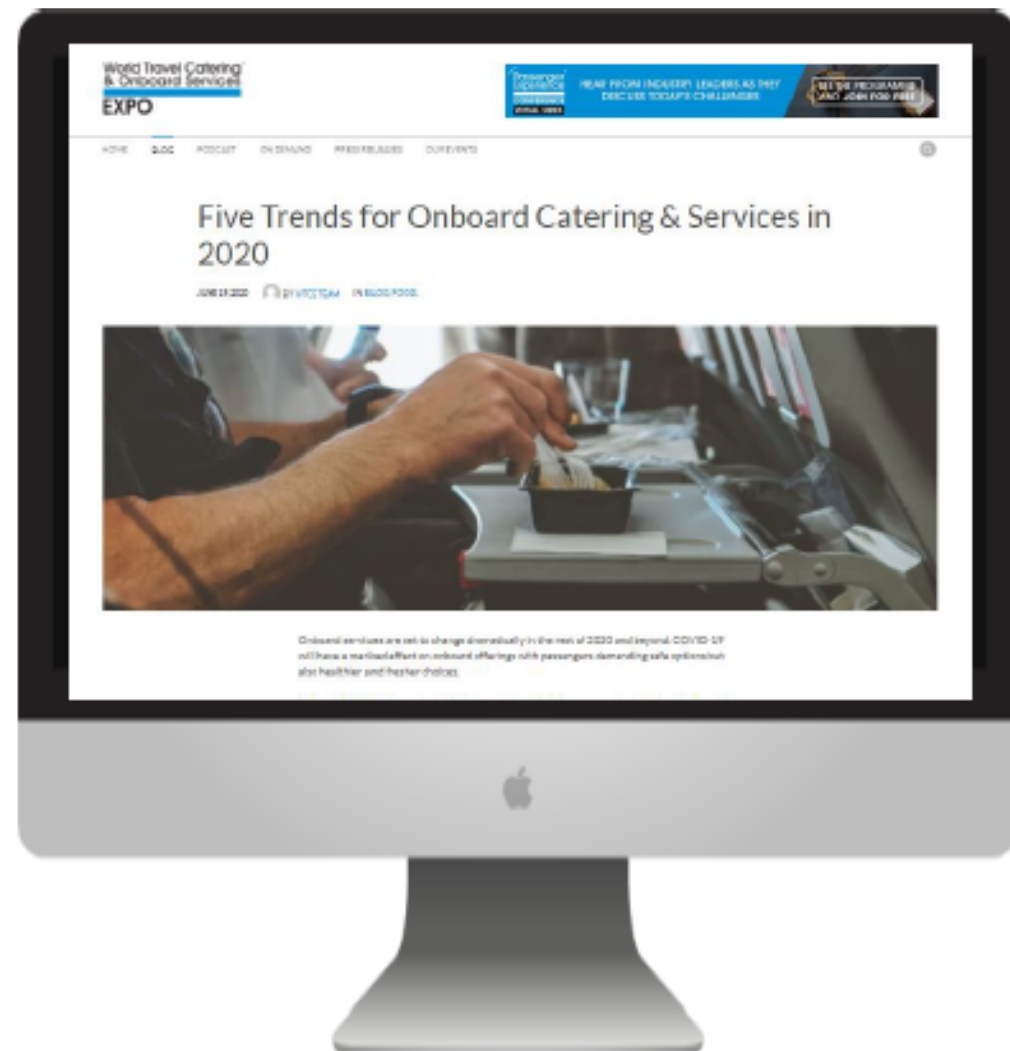


Product promotion



Lead generation

发表一篇(经过审查的)文章在内容中心  
通过WTCE社交媒体渠道进行推广  
展示您的专业知识、品牌,  
建立行业思想领袖的影响力





## 赞助内容:问答访谈

# Sponsored Content: Q&A Interview

以嘉宾身份参与书面问答采访(500-700字)  
发表在内容中心

通过WTCE社交媒体进行推广

增加品牌曝光、展示您的专业知识和思想领导力

### What am I buying?

- Opportunity to feature as a guest in a written Q&A interview and published on the content hub to promote what you're doing (500-700 words)
- Opportunity to demonstrate subject area expertise and thought leadership
- Your interview will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure and ensuring your ideas are available to a wider audience
- Promotion across WTCE social media channels

### What are the benefits?

#### Demonstrate Thought leadership:

Make sure you're industry knowledge and expertise is read by the industry, beyond your own website and collateral.

#### Brand Exposure:

Be at the forefront of readers minds by associating you and your company with a topical subject matter

#### Build Brand and Product Awareness:

Link your interview to your exhibitor directory profile and also repost on your own company website and social media channels.

#### Lead Generation:

Online form or link posted at end of interview to allow reader to request more information.

#### Promotion:

Guest interviews will receive one social media post to promote their published interview across each WTCE social media channel (LinkedIn, Twitter, Instagram, Facebook).

Price: €995

**Top tip:** This has worked well alongside product launches in the past; be sure to discuss the industry trends too and not just a sales pitch for your product.



Thought leadership



Brand awareness



Drive engagement



Product promotion



Lead generation

## 赞助内容：播客

# Sponsored Content: Podcast



### What am I buying?

- Opportunity to feature as a guest and be interviewed on a PAX Week Views podcast
- Opportunity to demonstrate subject area expertise and thought leadership
- Content longevity – Podcast remains available on the Content Hub. No time limit unless you express an expiry date
- Promotion across WTCE social media channels

### What are the benefits?

#### Demonstrate Thought leadership:

Make sure your industry knowledge and expertise is heard by the industry, beyond your own website and collateral.

#### Brand Exposure:

Be at the forefront of listeners minds by associating you and your company with a topical subject matter

#### Build Brand and Product Awareness:

Link your podcast interview to your exhibitor directory profile and also repost on your own company website and social media channels.

#### Promotion:

Podcasts receive social media posts across WTCE channels to promote their published interview (LinkedIn, Twitter, Instagram, Facebook).

Price: €995

### What are the specs?

Podcast can last up to 30mins. More than one person can be interviewed by our selected presenter.

We work together to agree appropriate subject area and questions before recording.

作为嘉宾在PAX周观点播客上接受采访  
通过WTCE社交媒体进行推广  
展示您的专业知识和思想领导力  
播客在内容中心长期留存，没有时间限制



Thought leadership



Brand awareness



Product promotion



# 在线产品展示包

## Online Product Showcase

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EXPO

### What am I buying?

- Image, 100 word description and link to a document/video on the 'Product Showcase' section on the content hub
- Included in email sent to WTCE Visitor database - with link to the 'Online Product Showcase web page. We know that this content is the most popular among our audience, as these emails often receive the highest levels of engagement (with the highest open rates)
- Promotion across WTCE social media channels
- Your product showcase will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure

在线上交流平台的“产品展示”部分发表100字的产品描述、图片、视频和链接  
通过电子邮件发送产品展示网页到WTCE数据库里的买家（邮件拥有较高的点击率）  
通过WTCE社交媒体进行推广  
该产品展示将长期显示在内容中心，延长您的品牌曝光时间

Price: €1,250



Product  
promotion



Brand  
awareness



Lead  
generation







# 在线新品展示 What's new onboard online

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EXPO

## What am I buying?

- Image, 50 word description and link to a document/video on the 'What's New Onboard Online' section on the content hub
- Included in email sent to WTCE Visitor database - including 1300+ airline & rail buyers - with link to the 'What's New Onboard' web page. We know that this content is the most popular among our audience, as these emails often receive the highest levels of engagement (with the highest open rates)
- Promotion across WTCE social media channels
- Your new product will remain on the Content Hub (unless advised otherwise) providing prolonged brand exposure.
- Only products launched from April 2020 are eligible

在线上交流平台的“新品展示”部分发表50字的产品描述、  
图片、视频和链接

通过电子邮件发送产品展示网页到WTCE数据库里的买家  
(邮件拥有较高的点击率)

通过WTCE社交媒体进行推广

该新品展示将长期显示在内容中心，延长您的品牌曝光时间

(\*仅限2020年4月以后推出的产品)

Price: €950



Product promotion



Brand awareness



Drive engagement



Lead generation

**DISCOVER NEWLY LAUNCHED PRODUCTS AND SEE THEM AT THE SHOW**

**ANAK "art collector" showcase - stand 4A00**  
At WTCE we will be presenting a fresh, cutting edge and world-range of products to engage passenger comfort during their journey. As an ever conscious organization, our offering focuses items that have been specifically developed for the show with a particular focus on the environment. Following the current trends in "modern design", we have created an eye catching, vivid and unconventional "art collector" that will be showcased at our stand.

**View all items**

**Fiore di Puglia - stand 3C54**  
Fiore di Puglia's Super Fine Tiramisu snack with extra virgin olive oil. Fiore di Puglia's Super Fine Tiramisu snack with extra virgin olive oil. This side-gustard free and lactose free version, it represents the perfect synthesis of our know-how and our attention to food innovation. It is perfect to crunch during your break onboard, easily storable in just one tin.

**View all items**

**Snackbox TO-GO - stand 1F01**  
At WTCE 2019, Snackbox To-Go will launch a unique new concept: making of the 2 best-loved snacks worldwide: Pizza and Fries combined in a convenient, portable box perfect for catering during flights. The box is customizable, customers can choose the pizza flavour and replace the fries with another pizza slice.

**View all items**

**Kasih Food - stand 1A33**  
Kasih Food is launching a new innovation in Indonesian food: Cassia Mizzare. Mizzare will provide a selection of Fumihua with various toppings, including meat, Japanese, Spicy and Red chili. A full range of Indonesian snacks are planned, which will include mizzare, drinks, soups and all sorts of beans and soups. The brand was created to make the experience of eating Mizzare simpler, more convenient and enjoyable. Every product is made fresh, natural, and they will always represent a commitment of Indonesian mizzare.

**View all items**