

WTCE to make connecting easy with online tool

World Travel Catering & Onboard Services[®]

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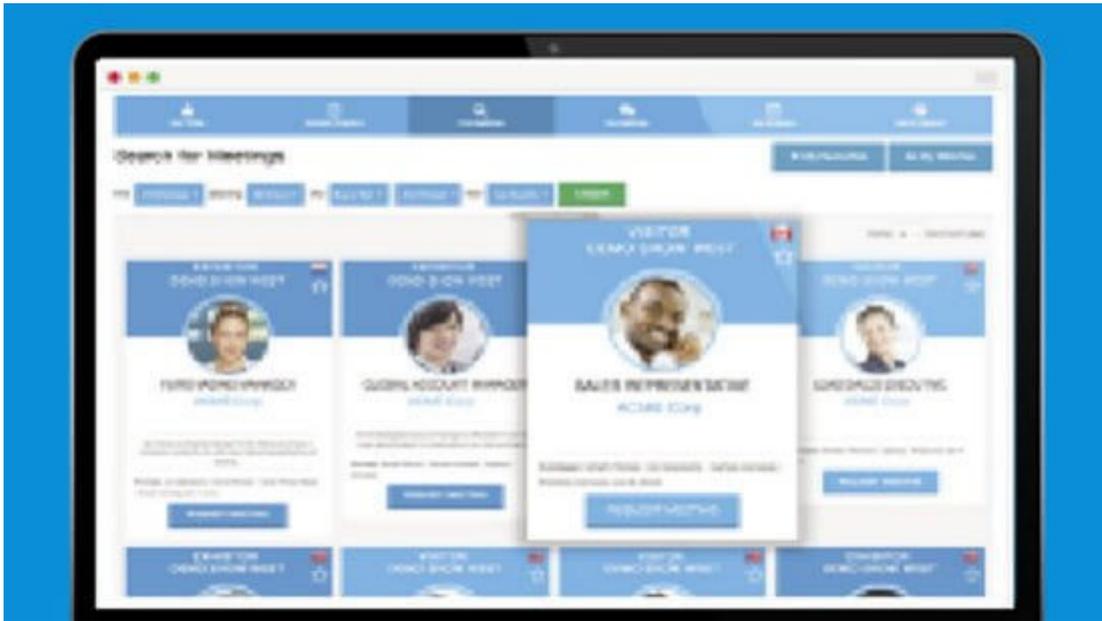
[RX](#), the organizers behind WTCE ([World Travel Catering and Onboard Services Expo](#)) have announced a new online show-planning tool to help visitors and exhibitors discover contacts and organize meetings in advance of the event, which is due to take place June 14 to 16 in Hamburg. [WTCE Connect](#) is expected to launch in late-March. It is accessible to people who pre-register for the event.



WTCE Connect will launch in late-March ahead of the in-person show and is available to those who pre-register

Developed to help make up for lost time, WTCE Connect will help attendees meet people, create relationships and find products. When visitors fill in the registration questionnaire, it will match their responses relating to products and services with relevant exhibitors. It will also enable attendees to search for the types of organizations they would like to meet specific to their requirements, and request time with them at the show. Visitors will receive a detailed appointment schedule with names, information and photos of meeting partners as well as on-site SMS and email reminders.

"Buyers and suppliers from across the value chain can arrive in Hamburg with a focused schedule and make the most of every opportunity to reconnect with the companies that will make a difference to their business," reads the March 15 press release.



A sample rendering of what WTCE Connect may look like, blurred out for privacy

"After a three-year hiatus, we are all very excited to get the industry back together again, to rebuild and help accelerate the much-needed recovery in the aviation sector. WTCE is always a busy show and this year, we are expecting visitors and exhibitors to be more time-pressed than ever before, as they strive to hold as many meetings as possible within the three days," said Polly Magraw, Event Director. "Our new planning tool WTCE Connect couldn't have come at a better time. It will enable visitors and exhibitors to make connections, book meetings and receive personalized matchmaking recommendations before the show has even begun, saving precious time on site to focus on doing business."

The announcement of WTCE Connect comes following [a confirmation of the in-person show](#) to *PAX International* from Magraw in early-March. *PAX International* is a media partner for the event. Register for WTCE [here](#).