


 ITA-AITES

# WORLD TUNNEL CONGRESS 2024

Tunnelling for a Better Life

 19-25 April, 2024

 Shenzhen, China

## DIGITAL EXHIBITION MANUAL

Hosted by



Organized by



# Digital Exhibition Manual

Each virtual exhibition stand will be housed in the virtual exhibition hall. Each virtual stand will feature a variety of content defined by the selected package.

This page shows a WTC 2024 branded exhibition stand page and details the key elements available.

**A Company logo** – displays exhibitor’s logo.

**B Email Link** – open’s user’s mail client to send an email to specified address.

**C Chat Link** – this link enables exhibitors to connect to a representative of your company. In the virtual platform, this pre-defined user (a member of the exhibitor’s staff who is registered within the platform) can be contacted through private 1-2-1 chat.

**D Website Link** – directs users to your website (in new tab).

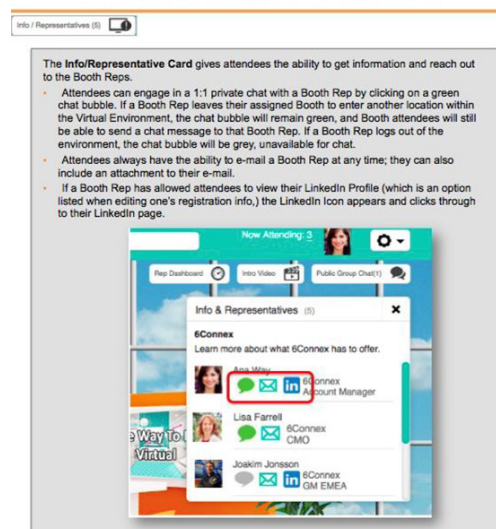
**E About Us Text** – up to 150 word description of exhibitor’s organization. An additional information document can be attached as well.

**G Stand Avatar** – Branded booth at your colour (need to send the one antone colour you want).

**I Document library** – number of document(s) with description for referencing documents (PDF/images).

**J Links library** – list of links with description for referencing URLs (open in new tab).  
Website/LinkedIn/Twitter/YouTube.

## I. INFO/REPRESENTATIVE CARD



# Exhibitor Stand Page Features

Feature available within an exhibitor's Stand Page is defined by the package they have taken. This page provides an at-a-glance description of the features available for each of the five packages at WTC 2024.

Feature		Description	Single	Double	Triple
A	Company Logo	Exhibitor's logo on stand page and stand artwork	√	√	√
B	Email Link	Link to contact email on stand page	√	√	√
C	Chat Button	Link on stand page to individual 1 -2-1 Chat through portal	√	√	√
C1	Video Chat Button	Link on stand page to individual 1 -2-1 Video Chat through portal		√	√
D	Website Link	Link to exhibitor's website	√	√	√
E	About Us	Up to 150 word description of your organization + an additional contacts information document that can be downloaded	√	√	√
F	Video player(s)	Video player on Exhibitor's stand page. Up to:		3	4
G	Exhibitor Stand Artwork	Branded booth at your colour (need to send the one pantone colour you want)	√	√	√
H	Speak with an Expert Profile	Direct links or Chat or Video Call exhibitor's staff registered within the platform (in addition to Chat button). Up to:	2	3	4
I	Document Library	Document downloads as PDFs Documents. Up to:	4	6	6
		Image		1 (Portrait)	1 (Landscape)
J	Links	Hyperlinks to further information or sections of exhibitor's website or Social networks. Up to:	4	4	4
	Company Lecture	Pre-recorded company presentation during 1 or 2 breaks (max 15 minutes each). Format: MP4, 1920 x 1080. See below for more information			1
	Complimentary Delegates	Registrations on the platform to view live sessions and engage with other attendees	1	2	3

The Stand Artwork (G) is a virtual avatar for your exhibition space. It will be created by our Graphics Team with your one pantone colour, logo, videos (if include in your package) and documents.

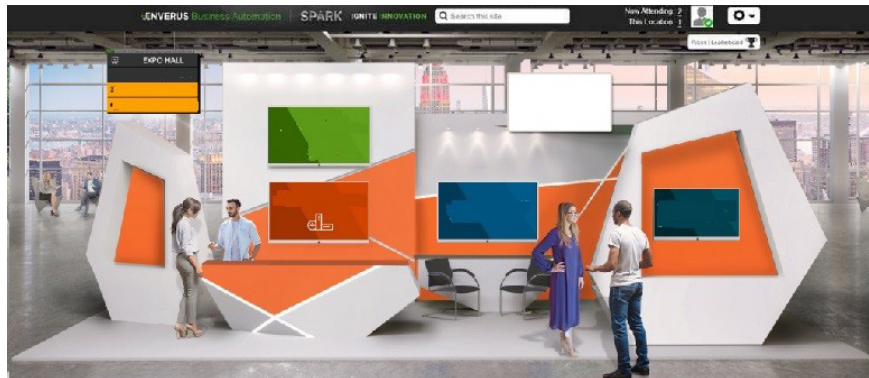
### Single Stand



### Double Stand



### Triple Stand

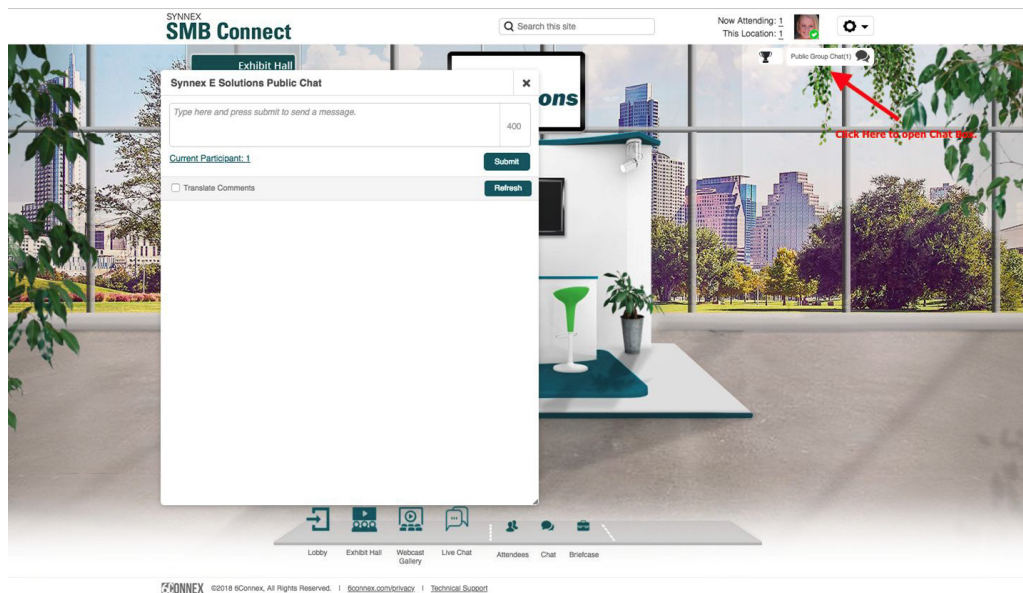


The WTC 2024 Virtual Platform allows for attendees to engage with exhibitors through the virtual stand with 1-2-1 Private Chat.

1-2-1 Chat can also be instigated by the exhibitor to Attendees (dependent on the attendee having opted-in to chat messaging when registering). This section shows visuals of this process.

The Chat Box will auto-launch when entering the booth. If you click out the box, you can open again by clicking on the Group Chat icon.

If you need to translate comments into different languages, click the translate comments box to select your preferred language.



## Analytics Data

Exhibitors will receive analytics data after the end of the event.

The section details the information provided in the report.

Post event reporting will be provided via email in Excel format relating to an Exhibitor's Stand Page. Analytical data will include the following information:

- who visited Stand Page including Name, Last Name, Job Title\* and Place of Work\* (if provided by user at registration).
- Breakdown of who clicked on documents including documents linked to company profiles.

## Further Information

Required information should be sent to [digital\\_exhibition-wtc2024@ita-aites.org](mailto:digital_exhibition-wtc2024@ita-aites.org) by no later than **Friday 29th Mar 2024**.

The Live Exhibition Hall will open at 08:00 (GMT)/ 16:00 (BJT) on 22nd April September and close at 18:00(CEST) on Wednesday 24th April 2024.

The platform will remain open with possibility to digital attendees to connect and visit exhibition until 25th May 2024.

**Contacts:** Guangdong Shuangwei Culture Technology Group Co., Ltd  
[exhibition@wtc2024.cn](mailto:exhibition@wtc2024.cn)

ITA-AITES

[digital\\_exhibition-wtc2024@ita-aites.org](mailto:digital_exhibition-wtc2024@ita-aites.org)



## Digital Platinum Sponsorship ¥245,000

- Triple digital booth in the front row of the digital exhibition hall including possibility to upload videos (up to 4), docs (up to 6), Live chat and video chat
- 10 complimentary digital registrations
- Highlighted listing of your company name in the congress program and app
- 1/2 page advert in the Final program
- Company logo on the Congress web site (Welcome page) with a hyperlink to the sponsor web site
- Automatic insertion of 2 documents in each participant digital briefcase.
- Logo on the on-demand session room

## Digital Gold Sponsorship ¥165,000

- Digital double booth including possibility to upload videos (up to 2), docs (up to 4), Live chat and video chat
- 6 complimentary digital registrations
- Highlighted listing of your company name in the congress app
- Company logo on the Congress website (Welcome page) with a hyperlink to the sponsor web site
- Automatic insertion of 2 documents in each participant digital briefcase.
- Logo on the power points shown in the sessions during breaks

## Digital Silver Sponsorship ¥73,500

- Digital single booth including possibility to upload docs (up to 4), Live chat
- 3 complimentary digital registrations
- Highlighted listing of your company name in the congress app
- Company logo on the Congress website with a hyperlink to the sponsor web site
- Automatic insertion of 1 document in each participant digital briefcase.





## Digital Exhibition

- **Triple digital booth** **¥57,000**  
 possibility to upload videos(up to 4), docs(up to 6), Live chat and video chat.  
 Includes 3 digital registrations
- **Double digital booth / in addition to a physical booth** **¥40,000/¥6,000**  
 Booth including: possibility to upload videos (up to 4), docs (up to 6), Live chat  
 Includes 2 digital registrations
- **Single digital booth / in addition to a physical booth** **¥28,000/¥4,000**  
 Booth including: possibility to upload docs (up to 6),  
 Live chat Includes 1 digital registration

	Fee for Digital WTC
Participant	¥5,300
Young members	¥2,800
Students	¥400
Category III Countries	¥2,600

Condition in case the physical part of the WTC would have to be cancelled and totally transformed as a full digital event.

All registered participants will be automatically transferred as a digital participant

The registration fee difference between a physical registration and a digital one will be reimbursed within XX days

All sponsors having purchased a sponsorship package will be transferred as digital sponsor with the equivalent digital sponsorship package. The price difference between the original sponsorship package and the digital sponsorship package will be reimbursed within XX days Specific items sponsorship will be treated individually

All exhibitors will be transferred as digital exhibitors.

- 9 m<sup>2</sup> booth will get a single digital booth
- 18 m<sup>2</sup> booth will get a double digital booth
- 27 m<sup>2</sup> and above will get a triple digital booth

The price difference between the price paid for the booth and the price of the digital booth will be reimbursed within XX days.



Official Website



Sponsorship &  
Exhibition Manual



Linkedin



Professional Congress Organizer

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