

White Label

WORLD EXPO



AWARD-WINNING

The World's Leading Online Retail Sourcing Show

MARKET TO THOUSANDS OF
ONLINE SELLERS, RETAILERS
AND ECOMMERCE BUSINESS
OWNERS

NEW YORK

JAVITS CENTRE

**29 & 30
AUG 23**

FRANKFURT

MESSE

**11 & 12
OCT 23**

LONDON

EXCEL

**27 & 28
FEB 24**

LAS VEGAS

LVCC

**8 & 9
MAY 24**

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WORLD EXPO

White Label World Expo is the ultimate destination for any online seller, retailer, and entrepreneur looking to emerge in their desired market! Thousands of visitors gather all under one roof for this unmissable event to divulge in the latest products, services, technologies, trends and much more!

It's a rare and incredible opportunity for you to put your brand in front of thousands of prequalified visitors, to shout about your product or services, meet buyers face to face and secure deals that will let you expand your business.

All the visitors are there to test, try and buy a range of products and services and listen to renowned international experts. At the White Label World Expo you will steal a march on the competition and revolutionise your business into the dominant one in your sector.

Taking place in countries all over the world, White Label World Expo is the ideal destination to meet with a whole range of buyers in the industry. This will allow you to create new connections and deals that will guarantee your success and elevate your business to the next level.

TESTIMONIALS

RENEW YOU BODY BUTTERS

"A LOT OF INSPIRATION, GREAT SEMINARS, NEW LEARNINGS AND IDEAS TO SHARE WITH LUSH DIGITAL AND CONTRIBUTE TO THE GROWTH OF LUSH POLAND! THANK YOU TO WHITE LABEL WORLD EXP SERIES FOR ORGANISING SUCH A GREAT EVENT AND CONGRATULATIONS TO TOBIAS KRUSE FOR AN AMAZING PRESENTATION ABOUT LUSH ETHICAL CAMPAIGNS!"

NEEL MEHTA
PRODUCT MANAGER, GOOGLE

"THE WHITE LABEL WORLD EXPO HOSTED SOME OF THE MOST EXCITING, UP-AND-COMING ENTREPRENEURS AND THOUGHT LEADERS I'VE EVER MET! THE CONNECTIONS I MADE AT THE CONFERENCE ARE WORTH THEIR WEIGHT IN GOLD. LOOKING FORWARD TO ATTENDING MY NEXT PRYSM GROUP CONFERENCE!"

JEREMY ANDERSON
PINSURE

AMZSCALE

'THE WLE HAS ONCE AGAIN BEEN AN INCREDIBLE EVENT FOR US. MEETING ALL THESE TALENTED PERSONALITIES AND EXCHANGING FIRST-CLASS KNOWLEDGE, MADE THE EVENT A REAL SOURCE OF PROGRESS FOR AMZSCALE'S RAPID GROWTH. WE HOPE TO SEE YOU ALL NEXT YEAR AND CONTINUE CREATING SYNERGY EFFECTS.'

"WE'VE DONE SIX SHOWS ALREADY THIS YEAR, AND BROUGHT THE SAME AMOUNT OF BUSINESS CARDS AND INFORMATION PACKS AS NORMAL. AT THIS SHOW THERE WERE SO MANY VISITORS THAT WE ALMOST RAN OUT OF LEAFLETS ON THE FIRST MORNING, AND WE WERE ALREADY GETTING ENQUIRIES BACK AT THE OFFICE WHILE THE SHOW WAS STILL ON."

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WORLD EXPO

ONE GLOBAL EVENT

White Label
WORLD EXPO

Taking place on a global scale, The White Label World Expo offers the unique opportunity to enter new markets worldwide.

7,000 - 10,000
LAS VEGAS

7,000 - 10,000
NEW YORK

7,000 - 10,000
LONDON

7,000 - 10,000
FRANKFURT

REACH OVER
35,000
BUYERS



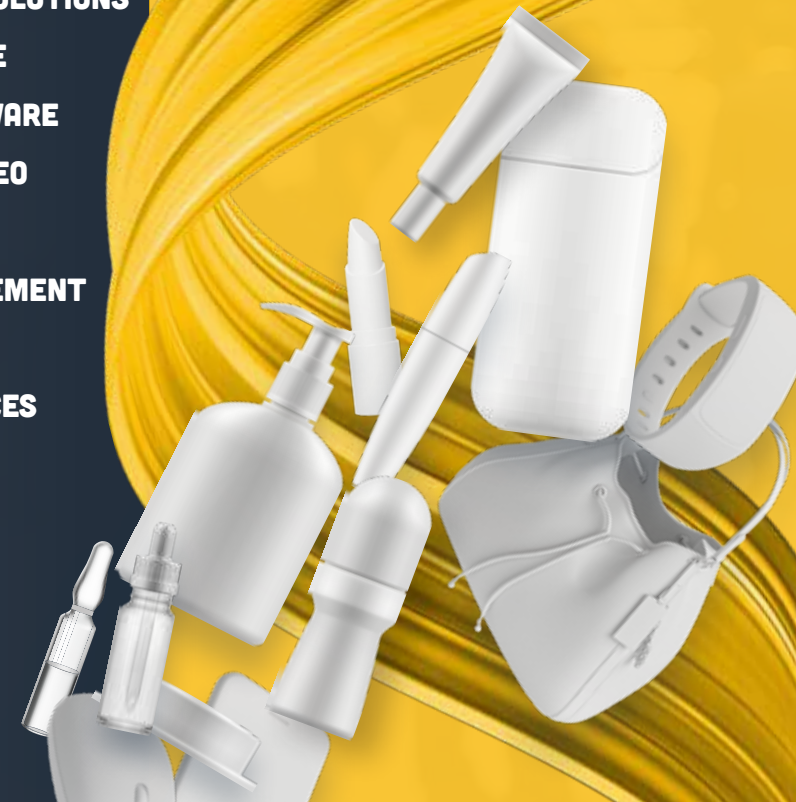
MEET THOUSANDS OF PROFESSIONAL ONLINE SELLERS:

- MAJOR ONLINE SUPERMARKETS
- AMAZON SELLERS
- SHOPIFY SELLERS
- EBAY SELLERS
- ETSY SELLERS
- RESELLERS & AGENTS
- ALIBABA SELLERS
- INDEPENDENT RETAILERS
- E-COMMERCE SELLERS
- WHOLESALERS
- SMALL RETAILERS
- MEDIUM RETAILERS
- MAJOR RETAILERS

VISITORS WILL BE LOOKING FOR...

- BEAUTY PRODUCTS
- HEALTH SUPPLEMENTS
- MUSCLE POWDER
- OILS
- ANTI AGING PRODUCTS
- BABY PRODUCTS
- ORGANIC PRODUCTS
- CLEANING PRODUCTS
- TEA AND COFFEE BLENDS
- SKINCARE
- ELECTRONICS
- SOFTWARE
- PET PRODUCTS
- VAPING LIQUIDS
- CBD/HEMP PRODUCTS
- SPORTSWEAR
- TOYS & GIFTS
- APPAREL
- HOME-WARE PRODUCTS
- FOOD PRODUCTS
- PACKAGING SOLUTIONS
- BRANDING & MARKETING EXPERTISE
- FINANCE
- DROP SHIPPING
- INTERNATIONAL LOGISTICS
- DELIVERY COMPANIES
- SALES STRATEGY SOFTWARE
- WEB SOLUTIONS
- APP DESIGN
- DATA MANAGEMENT SOLUTIONS
- MARKET INTELLIGENCE
- DATA ANALYSIS SOFTWARE
- PLATFORM SPECIFIC SEO
- PAYMENT SYSTEMS
- SOCIAL MEDIA MANAGEMENT
- VAT COMPLIANCE
- TRANSLATIONS SERVICES
- AND MORE...

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WORLD EXPO



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White Label World Expo is the hub to the most popular and on trend sectors within the industry. Our visitors are looking for new products to sell, a different manufacturer/supplier for an existing product they already sell and to build profitable and trusting relationships.

If you cover any of the sectors, don't miss the chance to connect with thousands of clients and generate endless business opportunities!

As an exhibitor, you will gain exposure in front of a pre-qualified, highly targeted mass of buyers, all looking for their next big investment. There is no better opportunity to shout about the products or services that you offer; better still, you can close a deal right on the spot, generate new and repeat business and build exceptionally profitable relationships.



NUMBERS TO KNOW

Reach Over
35,000
Buyers

Visitors Representing
40+
Countries

TOP JOB TITLES

- Director
- CEO
- VP Sales
- Founder
- Head of Sales & Marketing
- Owner
- General Manager
- Head of Procurement
- Retail Management
- Product Development Manager
- International Sales Manager
- Head of Buying
- President
- COO
- CFO
- Product Manager
- Head of Buying
- Purchasing Manager
- Stock & Purchasing Director
- National Merchandise Manager
- Head of Retail
- Head Of Category Development



75K FACEBOOK IMPRESSIONS EACH MONTH



8K IMPRESSIONS EACH MONTH



85.5K TWEET IMPRESSIONS EACH MONTH



OVER 100K PAGE VIEWS ACROSS 4 SHOWS

84%

Decision Makers

82%

Directors/Owners

Our attendees are the best in the industry

White Label
WORLD EXPO

Walmart

amazon

Etsy



TESCO

CharlotteTilbury

zalando

Alibaba Group

COSTCO
WHOLESALE

Meta

L'ORÉAL

wish

BOSS
HUGO BOSS

H&B

ebay

MARKS &
SPENCER



PUMA

OTTO

Boots

ASOS

shopify

TikTok

IKEA



wayfair

SELFRIDGES & CO

boohoo

CONTENT RICH

“WE HAVE HAD A FANTASTIC SHOW AT THE WHITE LABEL WORLD EXPO SERIES IN LONDON, MEETING WITH OUR PARTNERS AND CONNECTING WITH E-COMMERCE SELLERS. OUR TEAM HAVE ENJOYED MEETING EACH AND EVERY ONE OF YOU, WE LOOK FORWARD TO WORKING WITH YOU TO GROW YOUR BUSINESS.”

- AVASK



THE EVENT IS PACKED WITH INDUSTRY-LEADING CONTENT AND EXPERT ADVICE FOR THE VISITOR.

An array of different stages will be running across both days, with back to back seminars and multiple masterclasses across the show floor. This is your chance to deliver an educational and inspirational seminar in your own expertise to an audience of hundreds of visitors.

KEYNOTE HALL

AMAZON PRO SELLERS SUMMIT

ONLINE STRATEGY SUMMIT

OPPORTUNITIES AND INVESTMENTS THEATRE

MARKETING AND BUSINESS SERVICES THEATRE

PACKAGING AND DELIVERY THEATRE

NETWORKING AREA

BUSINESS CONNECTIONS AREA

MASTERCLASSES

EXHIBITOR PACKAGES & SPONSORSHIP OPPORTUNITIES

THERE ARE COUNTLESS MARKETING BENEFITS DIRECTLY OVER AND ABOVE THE OBVIOUS POWERFUL BENEFITS OF INTERACTING FACE-TO-FACE WITH THOUSANDS OF BUSINESS WOMEN AND MEN AT THE EVENT ITSELF.

STAND

Your stand at the show will allow you to meet visitors face-to-face. This is your space to personalise with your branding, stand out from the crowd and demonstrate the benefits of your product or service to the visitors.

SHELL SCHEME STANDS

- Shell scheme stands are fully carpeted and walled.
- Stand inclusive of fascia name board and stand number.



SPACE-ONLY STAND

- Space only stands are just that! They give you a blank canvas to create something special within that area.



WHAT'S INCLUDED:

PRINTED & DIGITAL SHOWGUIDE LISTING

You will receive a 75-word listing, including your contact and website details in the official event showguide. This is sent to all registrants before the event and put in the hands of every single visitor at the show.

SOCIAL MEDIA SUPPORT

We offer expert social media support for you through our direct network of over 35,000 contacts. We will provide templates and ideas for you to promote your exhibitor stand as much as you wish.

WEBSITE

You will receive a dedicated page to promote your products and services on our website. Your dedicated page can include up to 500 words, a product image, a company logo, a link to your website and also links to your social media channels.

360 MARKETING CAMPAIGN

When it comes to attracting thousands of highly targeted prospective visitors to White Label World Expo, we always deliver results of the highest calibre. Our marketing team maximises every internal marketing channel available and collaborates externally with industry magazines, leading business wonders and associations, ensuring unprecedented levels of show success.

'IT HAS BEEN AN AMAZING EXPERIENCE SO FAR. YESTERDAY WAS A FANTASTIC FOOTFALL AND SO FAR WE HAVE ALREADY BAGGED A FEW ORDERS. WE HAVE HAD A FANTASTIC RESPONSE SO FAR. AND THE STALL, THOUGH IT IS BEHIND IT, IS SUPER BUSY STILL. AND WE DON'T EVEN HAVE TIME TO HAVE OUR LUNCH. SO WE HAVE BOOKED FOR NEXT YEAR'S SHOW ALREADY. AND IT'S GREAT! '

- Green Bell Packaging

PARTNERS

We work with numerous partners to reach their audiences through different marketing avenues, including: industry magazines, associations, blogs, websites, directory owners, social media, key influencers and networking groups!

ONLINE ADVERTISING

We invest a significant sum in online targeting and retargeting to guarantee the people our exhibitors want to meet are in attendance. Our PPC experts are targeting relevant visitors through online advertising, with a pragmatic and innovative approach to marketing campaigns which has never failed to succeed.

E-MAGAZINE

Our monthly e-magazine is sent to an entire database of pre-qualified industry professionals. Ensure that your brand gets high exposure by submitting blogs and content that will be read by thousands of ecommerce professionals, making your product or service known before the show doors even open.

EMAIL CAMPAIGNS

Our emails reach a highly targeted audience through our carefully selected partner databases, as well as the regular email blasts sent to thousands of our own highly targeted industry contacts.

VISITOR ACQUISITION TEAM

The Visitor Acquisition Team is a dedicated team that invites professionals, decision makers and entrepreneurs looking for innovative new products to the show. This means that we are able to fully explain the benefits of attending, provide a complete registration service and ensure a high volume of quality visitors.

PUBLIC RELATIONS

We are working closely with our dedicated PR agency to deliver top quality show content. Not only creating a buzz and noise around the event across the industry press but also further field, ensuring the show information and hype spreads to every relevant organisation, resulting in maximum exposure.

CONTENT MARKETING

We are working with experts and partners to ensure blogs, vlogs, thought pieces, podcasts, and social media platforms deliver high quality and engaging content. The content not only stimulates interest in the show but is also a crucial tool to promote the products and services that will be exhibited at the event.

BOOK YOUR STAND NOW!

To enquire about Exhibiting & Sponsorship
opportunities please contact:

Jagger Fowler
Event Director

+44 117 457 6195 or +1 859 470-5554
jagger.fowler@fortem-international.com

FORTEM International is a multi-award-winning global trade exhibition organiser, headquartered in the UK.

With over 20 years of experience in delivering top-class trade exhibitions, our team has built up a reputation for delivering well-attended, content-rich events which are taking the industry to the next level. FORTEM is based globally with offices across the globe and runs over 35 events across sectors including eCommerce, Technology, Disaster Relief, Retail, Leisure, Farming, Hospitality, Food & Drink, and much more.

We consist of four rapidly expanding international businesses that collaborate with one another to execute world-leading, award-winning trade shows. Each one has its own experienced senior management team, specialist event teams in an international network of offices.

Our rapid growth has accelerated into 2021 and our first wave of new offices have already opened in London, Austin, Singapore, Grand Cayman, and Miami with more to follow shortly.

FORTEM-INTERNATIONAL.COM

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