

WL WHITE LABEL
WORLD EXPO

RETAIL SUPPLY CHAIN+ LOGISTICS EXPO

E-COMMERCE, PACKAGING & LABELLING EXPO

smart retail
TECH

WL

The World's Leading Event for White & Private Label Products

Media Pack

12-13 NOV | EXCEL LONDON

Connect with thousands of online sellers, retailers, and e-commerce business owners.



A Look at Last Year's Show



500

Exhibitors
at the show



83%

Of exhibitors
rebooked on the
day of the show



16.4k

Attendees at
the show



150

Speaking
Opportunities



Demographic Breakdown

Products visitors were looking to source...

- Clothing
- Home and Kitchen
- Pet Supplies
- Arts & Books
- Grocery
- Office Supplies
- Sports & Outdoors
- Beauty & Personal Care
- Cleaning & Household
- Giftware
- Baby Products
- Toys & Games
- Electronics
- Garden Products
- Vitamins & Supplements

95% of visitors had one of the following job titles:

CEO
 Head of Procurement
 Purchasing Manager
 Buyer
 Senior Buyer
 Purchasing Agent
 Directors
 Head of Buying
 Materials Manager
 Owner
 Procurement Director
 Purchasing Director
 Founder
 Entrepreneur
 Category Development
 Category Purchasing Manager
 International Sales Director
 Development Managers
 Materials Director
 Strategic Sourcing Director
 Purchasing Supervisor
 Procurement Officer
 Head of Online

VIP Attendees



Exhibitor Testimonials

Myra Roldan, CAO

We hit the ground running and never stopped moving literally, we didn't sit once until the show wrapped. My AI for Business talk? Packed house. Engaged crowd. Mic drop moment. The foot traffic was non-stop. And we loved every second of it. The show floor was incredibly accessible—great layout, easy to navigate. There was a steady, comfortable flow of energy all day.



Datawrkz



It was hugely energising to meet so many people who were so passionate about their businesses.

We were overwhelmed with the interest we got - we actually had to print more flyers!! Thank you, truly.

We saw the indomitable spirit of the city's businesses, and we absolutely loved it. A massive thanks to everyone who joined us for the conversations, insights, and connections.



Maverick James

I had one person coming after the other. We signed up folks for consultations. We exceeded our goal that we set for the entire show...and it was only the first day. I even did my presentation, went past time but everyone was so engaged and stayed till the end!



Shop Lazza

Thrilled to have been part of such an inspiring event at the White Label World Expo that brought together industry leaders, experts, and innovators to discuss the latest trends, strategies, and success stories in online commerce. Looking forward to applying these insights to drive even more growth for our business and partners.

Petar Donic



Salespeople: "Trade show seasons are exhausting." Yet we don't tell you that every ounce of energy is worth it because the ROI is at least 2x, and mingling with people is when we feel alive!

Exhibitor Packages

There's a stand design to suit every business, and your dedicated account manager will help you explore the best options. Exhibiting at the White Label Expo offers more than just face-to-face engagement – it puts your brand in front of thousands of pre-qualified buyers and decision-makers actively looking for innovative white label products and services.



Space Only

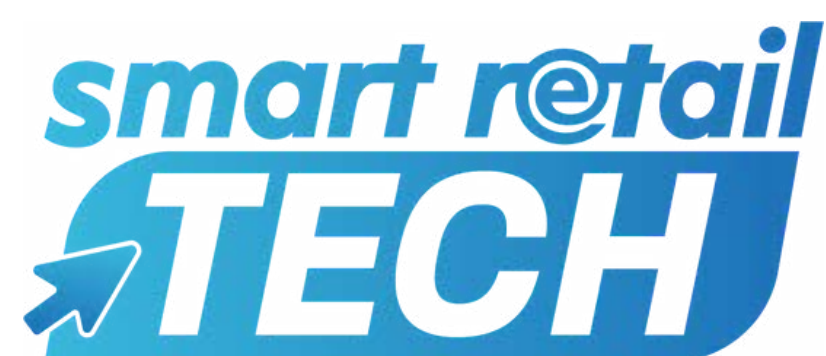
Gives you the creative freedom to build anything you want in the space.



Shell Scheme

A pre-built shell scheme stand – fully carpeted. Fascia name board with your company name.

Running Alongside



If you're in retail and want to stay ahead in a rapidly evolving market, the Smart Retail Tech Expo is essential. Join thousands of industry professionals to discover cutting-edge technologies that streamline operations, boost safety, enable contactless payments, and elevate the customer experience — all in one place.



E-COMMERCE
PACKAGING &
LABELLING EXPO

The E-Commerce, Packaging & Labelling Expo is the UK's premier event for cutting-edge packaging, labelling, and fulfilment solutions tailored to e-commerce businesses. Explore the latest innovations driving branding, sustainability, and efficiency in today's dynamic online retail environment.



As the UK's leading retail-focused supply chain and logistics event, this year's edition will feature cutting-edge fulfilment services, 3PL solutions, AI-driven automation, and the latest warehouse technology. With a powerful lineup of expert speakers, panel discussions, and interactive sessions, attendees will gain actionable insights to optimise their supply chains and improve customer experience.

INDUSTRY Innovation

AT WHITE LABEL WORLD EXPO AWARDS

About The Awards

The awards, open to all exhibitors, will be held during the two-day show this November.

Nominations will be made ahead of the event by the show's Directors, recognising exhibitors for their exceptional presence and contributions.

Final winners will be selected live at the event by a panel of expert judges representing some of the world's leading retail brands!



This Year's Awards

- ◆ MANUFACTURER OF THE YEAR AWARD
- ◆ INNOVATION AWARD
- ◆ SERVICE OF THE YEAR AWARD
- ◆ TECH PRODUCT OF THE YEAR

Opportunities To Feature



Exhibit at The Show

Having a stand provides countless benefits over and above the obvious face-to-face advantages you gain from interacting with pre-vetted decision-makers visiting the show.



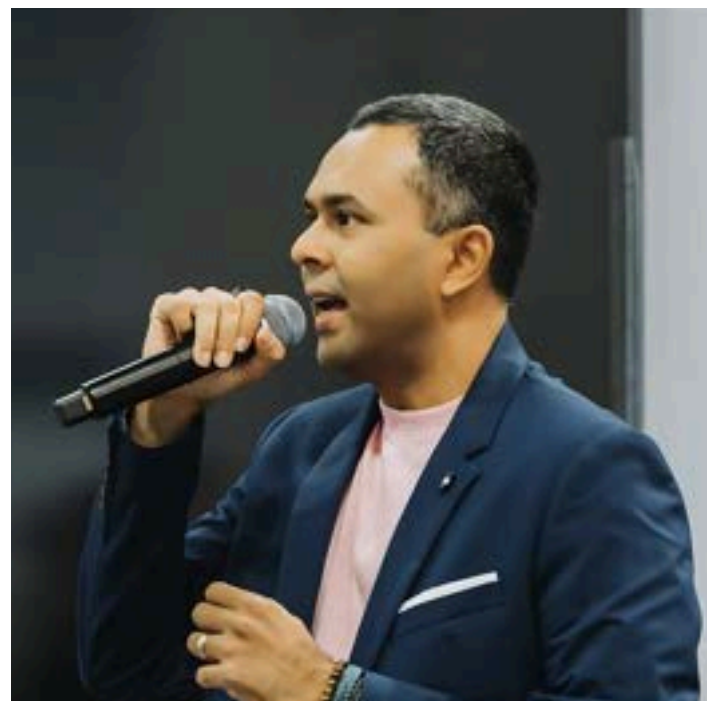
Run Your Own Masterclass

Provides you with a room full of warm leads. These attendees would have already filled out a form registering their attendance to your sessions and confirming an interest in your expertise. You have access to the contact information for everyone that signs up so that you can follow up with them post-show.



Sponsor Our Show Lanyards

Every delegate and exhibitor is given a lanyard on entry to the show. They are the most dominant way of asserting your brand as a leader within the industry and are often reused by visitors following the show, increasing your exposure.



Sponsor our Keynote Theater

Associate your brand with industry leaders who command audiences and influence millions. Over the two days, these thought leaders will take the stage at the Keynote Theatre – one of the busiest and most high-profile areas of the show. Your brand will gain massive exposure not only from the packed keynote sessions but also through extensive event photography and visibility to everyone seated in this central hub of activity.

Opportunities To Feature



Sponsor our Exhibitor Party

The Exhibitor Party takes place at a venue near the exhibition centre after the first day of the event. With an open bar and a chance for exhibitors to network, sponsoring this event puts your brand in front of hundreds of key industry professionals.



Sponsor our Show Bags

All visitors will receive a bag upon entrance to the show, not only does this provide you with maximum exposure at the show, but also post-show, when attendees take them home.



Become a Key Event Stakeholder

By aligning your brand with The White Label Expo, you will gain unparalleled exposure to a highly targeted audience, enabling you to cultivate invaluable new business contacts and establish long lasting customer relationships.



Get in touch with us..



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Our website

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