

**ITB**
BERLIN**NOW**
CONVENTION

ITB BERLIN NOW CONVENTION SPONSORING

SET YOUR COURSE FOR THE LEAD!

Be a sponsor of the ITB Berlin NOW Convention – a core element of ITB Berlin NOW

9 – 12 March 2021 live and on-demand till the end of May 2021
itb.com/now

Unprecedented times call for unprecedented measures, in this case the first ever all virtual ITB Berlin NOW Convention! 4 days full of content: 2 live streams, 15+ different tracks, 160+ sessions, a combination of live and previously recorded content. Plenty of opportunities for you to reach the global tourism industry, this is your chance to shine!

SPONSORING PACKAGES

MEDIA	YOUR BENEFIT	CO-HOST (exclusive)	TRACK SPONSOR (max of 2 per track)	SESSION SPONSOR (max of 3 per session)	COVERAGE
WEBSITE					
itb.com/now Website Page: Partners and Sponsors	Logo and link	✓	✓	✓	> 60,000 page impressions since March 2020 on itb.com
NEWSLETTER & MAILINGS					
ITB Berlin NOW Trade Visitor Newsletter	Naming and link (once)	✓	✓	X	> 17,500 subscribers
	Banner ad (once)	✓	X	X	
ITB Berlin NOW Exhibitor Newsletter	Naming and link (once)	✓	✓	X	> 9,000 subscribers
Customized Mailings (segment specific ITB B2B mailings)	Logo and link in footer	✓	✓	✓	Varies, e.g., ITB Hospitality: 7,454 recipients*
	Naming in text	✓	✓	X	ITB Travel Tech: 9,160 recipients* ITB Business Travel: 7,383 recipients* *numbers from Jan/Feb 2020
SOCIAL MEDIA					
Social Media feature via the ITB Berlin NOW social media accounts Facebook, Twitter, LinkedIn, Instagram	Naming (once)	✓	✓	X	Facebook: > 62,505 followers, Twitter: > 31,509 followers, LinkedIn: > 6,187 members Instagram: > 12,380 followers* *numbers from October 2020
PRESS & NEWS					
Digital Press Release	Naming	✓	✓	✓	> 11,000 journalists
Website: itb.com Page: News itb.com/news	Own article or interview	✓	X	X	> 60,000 page impressions since March 2020 on itb.com



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BRANDING & MARKETING WITHIN EVENT PLATFORM					
Page: Partners and Sponsors	Exhibitor Brand Card tile and link	✓	✓	✓	All users of ITB Berlin NOW
Direct push-notification to all users of the platform (once only for Co-Host)	Naming and short direct message	✓	X	X	All users of ITB Berlin NOW
Announcement slide next session (live-stream only, before every session)	Logo + powered by...	✓	✓	✓	Reach depends on audience size
Layover (non-permanent, once per session)	Logo during live-stream	X	✓	✓	Reach depends on audience size
Corner-logo (permanent, only for Co-Host)	Logo during live-stream	✓	X	X	Reach depends on audience size
Integration of video clip/promotional clip during break (live-stream only)	Your mp4 video (play out 30–60 seconds)	✓	✓	X	Reach depends on audience size
Co-Host: each day twice Track-Sponsor: twice during segment-track		✓	✓	X	Reach depends on audience size
The Convention Hosts (moderator)	Naming (at least once) through moderator	✓	✓	✓	Reach depends on audience size
CONTENT WITHIN EVENT PLATFORM					
Co-organization of a prominent convention session (in cooperation with the ITB Convention management team)	20–35 minutes	✓	X	X	Reach depends on audience size
Opening of the ITB Berlin NOW Convention	Addressing the audience during prime time	✓	X	X	Reach depends on audience size
Opening of a session within the track	Addressing the audience during prime time	X	✓	X	Reach depends on audience size
PACKAGE PRICE + GERMAN VAT		35,000.00 €	8,000.00 €	1,500.00 €	

We would be happy to develop a customized sponsoring package for your company.

Please contact us: itb-sponsoring@messe-berlin.de