



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show\*

# ITB BERLIN 2025 MEDICAL & HEALTH TOURISM PAVILION

## 1. MEDICAL & HEALTH TOURISM PAVILION MEDIA RECEPTION

This networking event is open to **ALL** accredited media, editors, journalists, freelancers, bloggers who are interested in Medical & Health Tourism.

**Tuesday, 4 March 2025, 13.00h – 14.00h**  
**Medical & Health Tourism Pavilion**

The media reception includes a flying buffet with soft-drinks, water coffee & tea.

Medical providers, clinics, tourist boards, hotels and other medical tourism suppliers have the opportunity to join this media reception to present their products and services as:

### **MEDIA RECEPTION PARTNER**

- One table for presentation material incl. own display roll up inside the pavilion lounge area during the reception
- **Official introduction with short PPT presentation (3 minutes) during the event**
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner logo listed in the official ITB Medical & Health program PDF
- Partner name & link mentioned in one of the ITB trade & one of the exhibitor newsletters
- Partner mentioned in one of the ITB press releases

**EUR 2.500,00** plus German value-added tax (VAT)

## 2. MEDICAL & HEALTH TOURISM MEDIA LUNCHEON

This networking lunch is open to **registered & selected** media & journalists only. All participants have to apply online before and receive a personal invitation, when selected. The luncheon takes place on

**Wednesday, 5 March 2025, 12.30h – 14.00h**

The media luncheon is a seated serving lunch with a 3-course menu. Only two reception partner organizations like tourist boards, associations, clinics or other medical & health tourism suppliers can join this event with two people and meet up to 10 media attendees.

### **MEDIA LUNCHEON PARTNER**

- **Seated 3 course menu** incl. wine, beer, softdrinks, water, coffee & tea
- **Two partner participants during lunch**
- Own display rollup inside the restaurant during the lunch
- **Official introduction with short speech (3 minutes) during the lunch**
- Sampling opportunity in own gift bags
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner logo listed in the official ITB Medical & Health program PDF
- Partner name & link mentioned in one of the ITB trade & one of the exhibitor newsletters
- Partner mentioned in one of the ITB press releases

**EUR 4.900,00** plus German value-added tax (VAT)

### **3. MEDICAL & HEALTH TOURISM PAVILION STAGE**

The educational stage of the Medical & Health Tourism Pavilion is available for any product or service presentation or other promotion activities such as PPT presentations, product presentations, live treatment showcases, tastings etc.

The auditorium is open to **ALL** ITB trade visitors & media which are invited via the ITB newsletters, the ITB press releases, the ITB social media channels & the ITB App.

All suppliers are encouraged to **invite their own partners**, media contacts and customers as well.

#### **STAGE SLOT**

- **Stage slot up to 60 min** (or individual request) PPT presentations, product presentations, live treatment showcases, tastings etc. with laptop, beamer, screen, microphone incl. official introduction on stage
- Post-upload of your PPT presentation on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism)
- Set-up opportunity with own display and promotion material
- Listing in the official ITB Medical & Health program PDF with slot description and website
- Slot mentioned in one of the ITB press releases
- Listing in the official ITB event program

**EUR 2.500,00** plus German value-added tax (VAT)

#### **STAGE PRESENTING PARTNER**

- **Prominent sponsor artwork & logo on stage walls and background**
- **Daily stage slot up to 60 min** (3 times or individual requests) for PPT presentations, live treatment showcases, tastings, performances etc. with laptop, beamer, screen, microphone incl. official introduction on stage
- Own brochure display in the auditorium
- Opportunity for give-aways during all sessions
- Official welcome & speech during the Medical & Health Tourism Pavilion opening session
- **Partner of the Medical & Health Media Reception** (see above)
- **10 VIP invitation tickets** to the ITB Medical & Health Night
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner logo listed in the Medical & Health program PDF as Medical & Health Stage Presenting Partner
- Partner name & link mentioned in one ITB trade newsletters as Medical & Health Tourism Stage Presenting Partner
- Partner name mentioned in one of the ITB press releases as Medical & Health Tourism Stage Presenting Partner

**EUR 8.000,-** plus German value-added tax (VAT)

## **4. MEDICAL & HEALTH TOURISM PAVILION LOUNGE**

The pavilion lounge is the meeting, networking & event area of the Medical & Health Tourism Pavilion for all medical & health tourism suppliers, buyers and media.

Exhibitors and their guests enjoy a cosy meeting zone with complimentary coffee, tea, water & soft-drinks.

#### **LOUNGE BUSINESS TABLE**

- **1 lounge table** incl. 3 chairs
- 1 brochure display
- 1 basic electricity connection (83kW) incl. consumption
- Shared both storage room
- Catering incl. coffee/tea, water, soft drinks
- Daily cleaning
- 2 exhibitor passes

**EUR 2.500,00** plus German value-added tax (VAT)

## **LOUNGE PRESENTING PARTNER**

- Sponsor artwork & logo on walls and background
- **3 lounge tables** incl. all items see above
- **Partner of the Medical & Health Media Reception** (see above)
- **Daily stage slot up to 60 min** (3 times or individual requests) for PPT presentations, live treatment showcases, tastings, performances etc. with laptop, beamer, screen, microphone incl. official introduction on stage
- Opportunity for give-aways or other promotions
- Official welcome & speech during the pavilion opening session
- Company logo listed in the ITB Medical & Health program PDF as Medical & Health Tourism Lounge partner
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner name & link mentioned in one ITB trade newsletters as Medical & Health Lounge partner
- Partner name mentioned in the ITB Medical Tourism press release as Medical & Health Tourism Lounge partner

**EUR 12.000,-** plus German value-added tax (VAT)

## **5. MEDICAL & HEALTH TOURISM ITB MEDICAL & HEALTH TOURISM NIGHT**

This networking event which brings together top medical & health tourism buyers, suppliers and media. The evening is also reserved for the ITB Medical & Health Destination and Supplier Awards ceremonies. Join us in hosting this by invitation-only evening event in an exclusive lounge style atmosphere with drinks & flying finger-food.

### **ITB MEDICAL & HEALTH TOURISM NIGHT 2025:**

**Tuesday, 5 March 2025, 19.00h – 22.00h**

Baret Restaurant, Humboldtforum, Berlin Castle (TBC)

## **SUPPORTING PARTNER**

- Networking event with approx. 120 key industry professionals
- Invitation to all Medical & Health Tourism industry professionals registered with ITB 2025 incl. ITB Buyer's Circle members
- Partner logo & link on invitation email & event website as Supporting Partner
- **Official partner introduction during the event**
- Display banner at entrance and exits
- **5 VIP tickets for the event**
- Sampling opportunity in 120 gift bags
- Partner logo listed in the ITB Medical & Health program PDF as Supporting Partner
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner name & link mentioned in one of the ITB trade and visitor newsletters as Supporting Partner
- Partner name mentioned in the ITB Medical Tourism press release as Supporting Partner
- First right of refusal for future official ITB Medical & Health Nights

**EUR 3.000,00** plus German value-added tax (VAT)

## **PRESENTING PARTNER**

- Networking event with approx. 120 key industry professionals
- Invitation to all Medical & Health Tourism industry professionals registered with ITB 2025 incl. ITB Buyer's Circle members
- Partner logo & link on invitation email & event website as Presenting Partner
- **Official partner introduction during the event incl. 5 min speech**
- Display banner at entrance and exits
- **10 VIP tickets for the event**
- Sampling opportunity in 120 gift bags
- **Partner of the Medical & Health Media Reception** (see above)
- Partner logo listed in the ITB Medical & Health program PDF as Presenting Partner
- Partner logo & link listed on [www.itb.com/medicaltourism](http://www.itb.com/medicaltourism) after signing the partnership until 31 March 2025
- Partner name & link mentioned in one of the ITB trade and visitor newsletters as Presenting Partner
- Partner name mentioned in the ITB Medical Tourism press release as Presenting Partner
- First right of refusal for future official ITB Medical & Health Nights

**EUR 6.000,00** plus German value-added tax (VAT)



# APPLICATION MEDICAL & HEALTH TOURISM PAVILION ITB BERLIN 2025

Please fill out this application form with your complete billing address incl. your EU-VAT number (if applicable), confirm with your signature and company stamp and e-mail back to us:

- |                          |   |                     |
|--------------------------|---|---------------------|
| <input type="checkbox"/> | <b>MEDIA RECEPTION PARTNER</b>          | <b>EUR 2.500,-</b>  |
| <input type="checkbox"/> | <b>MEDIA LUNCHEON PARTNER</b>           | <b>EUR 4.900,-</b>  |
| <input type="checkbox"/> | <b>STAGE SLOT</b>                       | <b>EUR 2.500,-</b>  |
| <input type="checkbox"/> | <b>STAGE PRESENTING PARTNER</b>         | <b>EUR 8.000,-</b>  |
| <input type="checkbox"/> | <b>LOUNGE BUSINESS TABLE</b>            | <b>EUR 2.500,-</b>  |
| <input type="checkbox"/> | <b>LOUNGE PRESENTING PARTNER</b>        | <b>EUR 12.000,-</b> |
| <input type="checkbox"/> | <b>MEDICAL NIGHT SUPPORTING PARTNER</b> | <b>EUR 3.000,-</b>  |
| <input type="checkbox"/> | <b>MEDICAL NIGHT PRESENTING PARTNER</b> | <b>EUR 6.000,-</b>  |

All rates are plus German value-added tax (VAT)

**Billing Company:** \_\_\_\_\_

**EU-VAT No.:** \_\_\_\_\_

**Contact person:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_ **City:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Signature/Stamp:** \_\_\_\_\_

**Payment Conditions:** Payment must be received four weeks prior to ITB 2025 at the latest. Shipping costs or any extra services are **not** included in this offer.

**Artwork Deadline is Friday, 7 February 2025.** After this date, an additional surcharge of 20% will apply. The partnership agreement will be concluded with Diversity Tourism GmbH as official partner of ITB Berlin.

**Please send back to:**

**Mr. Tom Dedek**

**Tel +49 – (0) 89 – 62 43 97 72**  
[TD@diversitytourism.com](mailto:TD@diversitytourism.com)  
[www.itb.com/medicaltourism](http://www.itb.com/medicaltourism)

**Medical & Health Tourism Advisor ITB Berlin:**

Thomas Bömkes  
[TB@diversitytourism.com](mailto:TB@diversitytourism.com)  
Diversity Tourism GmbH  
P.O.Box 140163, 80451 Munich, Germany

**Medical & Health Tourism Segment ITB Berlin:**

Friederike Hansen  
[friederike.hansen@messe-berlin.de](mailto:friederike.hansen@messe-berlin.de)  
Messe Berlin GmbH  
Messedamm 22, 14055 Berlin, Germany