

# EXHIBITOR TIMELINE FOR ITB BERLIN 2025






**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

Here you will find a quick overview of the **key deadlines and dates** for your successful exhibition.



- Prio 1
- Prio 2
- Prio 3
- HA Main Exhibitors
- MA Co-Exhibitors
- 🌱 Sustainability

WHEN	WHO	TO DO	FURTHER INFORMATION	
As soon as possible	Everyone	Define exhibition goals	<a href="#">Tips for exhibition planning</a>	
As soon as possible	Everyone	Apply for a visa if necessary	Contact: <a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a> • Further Information: <a href="#">Federal Foreign Office</a>	
As soon as possible	Everyone	Arrange travel bookings	<a href="#">Travel Service</a>	
As soon as possible	Everyone	Book rooms for press conferences / seminars / presentations	Contact: <a href="mailto:itb-roombooking@messe-berlin.de">itb-roombooking@messe-berlin.de</a>	
As soon as possible	Everyone	Collect information on sustainable exhibition presence	Further Information: <a href="mailto:Corporate.Social.Responsibility@ITB.Berlin">Corporate Social Responsibility@ITB Berlin</a>	
From September	Everyone	Request information on sponsorship and advertising opportunities	Contact: <a href="mailto:itb-sponsoring@messe-berlin.de">itb-sponsoring@messe-berlin.de</a> Further Information: <a href="#">ITB Berlin Advertising &amp; Sponsoring Options</a>	
From September	Exhibitors	Select a booth construction company	Contact: <a href="mailto:info@mb-capital-services.de">info@mb-capital-services.de</a> • Further Information: <a href="#">Capital Services GmbH</a>	
1 September 2024	Exhibitors	Submit stand registration	Contact: <a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a> • Further Information: <a href="#">ITB Berlin Exhibitors Portal</a>	
From December	Exhibitors	Update exhibitor entry using the maintenance link for the ITB Exhibitor List	Further Information: <a href="#">Support Center</a>	
15 December 2024	Exhibitors	Register co-exhibitors	Contact: <a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a> • Further Information: <a href="#">ITB Berlin Exhibitors Portal</a>	
15 January 2025	Exhibitors	Submit stand construction details for official approval (two-story)	Contact: <a href="mailto:messtechnik@messe-berlin.de">messtechnik@messe-berlin.de</a> • Further Information: <a href="#">Download Center</a>	
Until mid-January	Everyone	Book digital advertising / banners / upgrades	Contact: <a href="mailto:itb-sponsoring@messe-berlin.de">itb-sponsoring@messe-berlin.de</a> Further Information: <a href="#">ITB Berlin Advertising &amp; Sponsoring Options</a>	

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Until mid-January	Everyone	Check the ITB Berlin Congress and event program	Further Information: <a href="https://www.itb.com">itb.com</a>
End of January	Everyone	Send out press releases and press invitations (promote your exhibition presence)	Contact: <a href="mailto:presse-itb@messe-berlin.de">presse-itb@messe-berlin.de</a> • Further Information: <a href="#">PR- Opportunities</a>
31 January 2025	Exhibitors	Register all events at the booth and have them listed in the event program	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>
From February	Everyone	Sign up for the ITB Speed Networking Event matchmaking tool and schedule appointments with top buyers	Contact: <a href="mailto:itb-speednetworking@messe-berlin.de">itb-speednetworking@messe-berlin.de</a> Further Information: <a href="#">ITB Speed Networking</a>
From February	Everyone	Contact trade visitors and/or other exhibitors via ITB Match & Meet, register booth contacts for this purpose	Contact: <a href="mailto:support@messe-berlin.de">support@messe-berlin.de</a> • Further Information: <a href="#">Support Center</a>
From February	Everyone	Send visitor invitations to clients	
6 February 2025	Exhibitors	Order stand construction and stand equipment	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>
6 February 2025	Exhibitors	Organize the transport of exhibition materials	Further Information: <a href="#">Plan your participation</a>
6 February 2025	Exhibitors	BECO orders for event-related services and products (e.g., security, catering, staff, parking spaces, GEMA, waste disposal)	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>
Until mid-February	Exhibitors	Receipt and payment of the deposit invoice for the booth rental and Communication Package, along with the complimentary exhibitor badges	Attention: The sender of the deposit invoice is <a href="mailto:messe-berlin@quadiant-eservices.com">messe-berlin@quadiant-eservices.com</a> You will receive the complimentary exhibitor codes from <a href="mailto:tickets@messe-berlin.de">tickets@messe-berlin.de</a>
14 February 2025	Everyone	Book additional press services (e.g., ads in ITB Berlin News)	Contact: <a href="mailto:presse-itb@messe-berlin.de">presse-itb@messe-berlin.de</a> • Further Information: <a href="#">PR-Opportunities</a>
15 February 2025	Co-Exhibitors	Add / update co-exhibitor entries using the maintenance links	Further Information: <a href="#">Support Center</a>
February 2025	Everyone	Order admission ticket vouchers / codes for clients	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>

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February 2025	Everyone	Order additional exhibitor badges	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>	
25 February 2025	Exhibitors	Start of booth construction-the guidelines for the construction work must be followed for the structural setup	Further Information: <a href="#">Stand construction</a>	
Until the trade show	Exhibitors	Book a Visifair slot for entry to the exhibition grounds	Further Information: <a href="#">Entry &amp; Access</a>	
Until the trade show	Exhibitors	Order assembly/disassembly badges through the BECO web shop	Contact: <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> • Further Information: <a href="#">BECO web shop</a>	
Until the trade show	Everyone	Book exhibitor news as a product for display in the exhibitor profile	Contact: <a href="mailto:support@messe-berlin.de">support@messe-berlin.de</a> • Further Information: <a href="#">Support Center</a>	
Until the trade show	Everyone	Prepare for your individual trade show participation	<a href="#">Exhibitions Grounds 2025 Convention</a>	
Until the trade show	Everyone	Arrival in Berlin	<a href="#">Travel Service</a>	
4 – 6 March 2025	Everyone	ITB Berlin	<a href="#">ITB Berlin Website</a>	
6 March (from 7 pm) – 10 March 2025	Exhibitors	Stand dismantling	Contact: <a href="mailto:messetechnik@messe-berlin.de">messetechnik@messe-berlin.de</a> • Further Information: <a href="#">Download Center</a>	
Max. 1 week after the trade show	Everyone	Evaluation and follow-up (thank-you letters, etc.)		
starting May 2025	Exhibitors	Receipt and payment of the final invoice for event-related services and products, as well as all Communication Packages for registered co-exhibitors	Attention: The sender is <a href="mailto:messe-berlin@quadiant-eservices.com">messe-berlin@quadiant-eservices.com</a>	