



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

DIGITAL BUSINESS DAY SPONSORING

Digital Business Day

On 17 March, ITB Berlin's Digital Business Day is offering tourism market professionals and providers worldwide an opportunity to network from anywhere around the globe. The Digital Business Day is a product that augments the ITB Berlin brand family. In addition to existing customers, it offers buyers and providers who have yet to benefit from ITB Berlin services an opportunity to network and do business.

Please note that our sponsorship products are highly limited and reserved for Digital Business Day participants. A sponsorship contract can only be provided by presenting a valid ticket for the Digital Business Day.

MAIN SPONSOR

EXCLUSIV

MEDIA	COVERAGE
WEBSITE	
itb.com under Partners & Sponsors Presentation of sponsor logo incl. link to own website	880,000 page impressions p.a. on the itb.com website
Digital Business Day page Presentation of sponsor logo on itb.com Website under Digital Business Day Page incl. link to own website (logos in alphabetical order)	Reach depends on audience size
Advertising Banner Presentation of a banner on the itb.com Website under Digital Business Day (rotating, 5 positions) incl. link to own website	Reach depends on audience size
NEWSLETTER	
ITB Berlin Trade Visitor Newsletter Text Ad (sponsored ad) incl. picture & link	> 17,500 subscribers
ITB Berlin Exhibitor Newsletter Banner Ad + Link	> 9,000 subscribers
ITB Berlin Buyers Circle Newsletter Banner Ad + Link	> 1,000 subscribers
Customized Mailings Logo + Link	3,510 receivers



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MEDIA	COVERAGE
SOCIAL MEDIA	
ITB Berlin social media accounts One single post incl. picture, text, and link or one video	Facebook: 65,068 followers Twitter : 31,490 followers LinkedIn Group: 7,500 members LinkedIn Company Page: 2,403 members Instagram: 13,760 followers* <small>*numbers from January 2022</small>
PRESS & NEWS	
Digital Press Release Naming	> 10,000 journalists and travel bloggers
TICKETS	
Sponsor receives three tickets for the Digital Business Day	varies
PACKAGE PRICE + GERMAN VAT	12,000 EUR

SPONSORING PRODUCTS

MEDIA	PRICE
Advertising Banner Presentation of a banner on the itb.com Website under Digital Business Day (rotating, 5 positions) incl. link to own website	3,500 EUR
Digital Business Day page Presentation of sponsor logo on itb.com Website under Digital Business Day Page incl. link to own website (limited logos in alphabetical order)	300 EUR

Would you like to take advantage of our sponsorship opportunities?
Please contact us:

ITB Sponsoring
itb-sponsoring@messe-berlin.de



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