



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

# ITB BERLIN 2022

## LGBTQ+ TOURISM PARTNERSHIPS

The official LGBTQ+ Tourism Segment at ITB Berlin offers various opportunities to participate and showcase your LGBTQ+ products and services:

- LGBTQ+ Tourism Pavilion
- LGBTQ+ Educational Hub
- Global LGBTQ+ Leadership Summit
- ITB Diversity Gala

The **LGBTQ+ Tourism Partnerships** give you the opportunity to get the most out of your participation in ITB Berlin's LGBTQ+ Tourism Segment. There are three different levels, including access to some exclusive marketing tools on a very cost-effective basis. There are also all-year round promotions involved which make these partnerships even more attractive:

### A. PREMIUM PARTNERSHIP

- Brochure distribution at the ITB Welcome Counter in the LGBTQ+ Tourism Pavilion
- Guaranteed participation at the LGBTQ+ Media Brunch with special welcome introduction (incl. all benefits as Exhibiting Partner of the LGBTQ+ Media Brunch)
- Guaranteed presentation slot at the LGBTQ+ Educational Hub with special welcome introduction (incl. all benefits as Presenting Partner of the LGBTQ+ Educational Hub)
- Additional floor space for consumer promotion activities on the ITB weekend and complimentary listing in the ITB consumer newsletter (incl. all benefits as consumer promotion partner of the LGBTQ+ Educational Hub)
- Logo promotion in the exclusive ITB LGBTQ+ program brochure
- Company listing incl. logo & link on [www.itb-berlin.de/LGBT](http://www.itb-berlin.de/LGBT) (all year-round)
- Mentioning by name incl. link in one of the ITB trade visitor and exhibitor newsletter as Premium Partner
- Mentioning by name in the ITB LGBTQ+ press release as Premium Partner

**EUR 3.900,00** plus German value-added tax (VAT)

## **SUPPORTING PARTNERSHIP**

- Best available pre-fixed exhibitor booth (9 sqm) in the LGBTQ+ Tourism Pavilion
- Guaranteed participation at the LGBTQ+ Media Brunch with special welcome introduction (incl. all benefits as Exhibiting Partner of the LGBTQ+ Media Brunch)
- Guaranteed presentation slot at the LGBT+ Educational Hub with special welcome introduction (incl. all benefits as Presenting Partner of the LGBTQ+ Educational Hub)
- Additional floor space for consumer promotion activities on the ITB weekend and complimentary listing in the ITB consumer newsletter (incl. all benefits as consumer promotion partner of the LGBTQ+ Educational Hub)
- Full advertising page plus cover logo promotion, and company logo in the exclusive ITB LGBTQ+ program brochure
- Company introduction incl. logo, link on [www.itb-berlin.de/LGBT](http://www.itb-berlin.de/LGBT) (all year-round)
- Mentioning by name incl. link in one of the ITB trade visitor and exhibitor newsletter as Supporting Partner
- Mentioning by name in the ITB LGBTQ+ press release as Supporting Partner

**EUR 8.750,00** plus German value-added tax (VAT)

## **PRESENTING PARTNERSHIP**

- Priority handling and best available pre-fixed exhibitor booth (9 sqm) in the LGBTQ+ Tourism Pavilion
- Guaranteed participation at the LGBTQ+ Media Brunch with special welcome introduction (incl. all benefits as Exhibiting Partner of the LGBTQ+ Media Brunch)
- Guaranteed presentation slot at the LGBT+ Educational Hub with special welcome introduction (incl. all benefits as Presenting Partner of the LGBTQ+ Educational Hub)
- Additional floor space for private visitor promotion activities on the ITB weekend and complimentary listing in the ITB consumer newsletter (incl. all benefits as consumer promotion partner of the LGBTQ+ Educational Hub)
- Additional wall space for artwork at the Educational Hub
- Presenting Partner video reel on the Educational Hub screen during breaks
- Full advertising page in the exclusive ITB LGBTQ+ program brochure plus cover logo promotion and company logo inside
- Company introduction incl. logo, link on [www.itb-berlin.de/LGBT](http://www.itb-berlin.de/LGBT) as Presenting Partner (all year-round)
- Mentioning by name incl. link in one of the ITB trade visitor and exhibitor newsletter as Presenting Partner
- Mentioning by name in the ITB LGBTQ+ press release as Presenting Partner

**EUR 25.000,00** plus German value-added tax (VAT)



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# APPLICATION

## LGBTQ+ TOURISM PARTNERSHIPS

### ITB BERLIN 2022

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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.

#### LGBTQ+ TOURISM PARTNERSHIPS ITB BERLIN 2022:

- PREMIUM PARTNERSHIP**      **EUR 3.900,-**
- SUPPORTING PARTNERSHIP**      **EUR 8.750,-**
- PRESENTING PARTNERSHIP**      **EUR 25.000,-**

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 2022 at the latest. Shipping costs or any extra services are **not** included in this offer.

**Please send back to:**

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**Mr. Tom Dedek**

**Tel +49 – (0) 89 – 62 43 97 72**

[TD@diversitytourism.com](mailto:TD@diversitytourism.com)

[www.itb-berlin.com/LGBT](http://www.itb-berlin.com/LGBT)

**LGBTQ+ Tourism Advisor ITB Berlin:**

Thomas Bömkes

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**LGBTQ+ Tourism Segment ITB Berlin:**

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