



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

# PRESS CONFERENCES

## THE PRESENTATION FOR JOURNALISTS AND MEDIA PARTNERS

### KEY FACTS

- Parallel to the virtual ITB Berlin Convention from March 8–10 March
- 30 minutes live press conference incl. chat
- Own title, short description and direct link to a desired website
- High visibility due to presentation next to the official ITB Berlin Convention program
- The press conference will be recorded live and will be later available as a file for your own use
- Limited slots – high visibility
- Slot allocation depending on availability via the ITB Berlin Team
- Book an “Add-On” – Your presentation as “video on demand” at the Digital Business Day of ITB Berlin – 17 March 2022

### FUNCTIONALITIES

- Professional speaker onboarding by an operator prior a few days before the event
- Professional speaker onboarding 15 minutes before the event in a digital “green room”
- Private chat function between speaker and supporting operator during the entire event to ensure a smooth event flow
- Speakers can turn sound and camera on and off and show a presentation on their screens
- Pre-recorded videos can be shared
- Max. Number of five speakers

### BENEFIT

- Possibility of individual press conference with free access for all – no access restrictions
- Additional channel to reach potential new customers interested in your product
- Efficient information transfer to journalists and press representatives from the industry
- Increased visibility on the platform through additional listing parallel to the official ITB Berlin Convention program
- Low costs for technology and preparation due to integration into the ITB Berlin organization

#### PRICING:

EUR 2,500 excl. VAT

#### ADD ON:

“VOD” at the Digital Business Day  
EUR 1,000 excl. VAT

#### CONTACT US AT:

[itb-sponsoring@messe-berlin.de](mailto:itb-sponsoring@messe-berlin.de)



**Messe Berlin**  
200 years hosting the world