

ARE YOU READY FOR CENTER STAGE?

7 – 9 MARCH 2023



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The World's
Leading
Travel Trade
Show®



Messe Berlin
200 years hosting the world



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**LET'S EXPLORE THE STAGE TOGETHER –
YOUR ADVERTISING & SPONSORING OPTIONS!**



Messe Berlin
200 years hosting the world



GET YOUR BRAND IN THE SPOTLIGHT

ITB BERLIN: FOR BUSINESS. FOR CONTENT. FOR CONTACTS.

ITB Berlin is back: LIVE!

We look forward to welcoming you when ITB Berlin, the World's Leading Travel Trade Show®, returns as a live event in March 2023.

We need open doors – and open minds – to ensure the successful and sustainable development of global tourism. Because major changes still lie ahead for the global travel industry. These changes also apply to the industry's leading international trade show.

In the future, ITB Berlin will unite its strengths as a 100% B2B event for three days with a clear focus on the needs of exhibiting companies, trade professionals, buyers and media representatives. This will ensure more effective networking and even more successful business deals.

The stage is yours! Don't miss the opportunity to showcase your brand to the global travel industry in one spot!


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HIGHWAY TO ITB BERLIN 2023

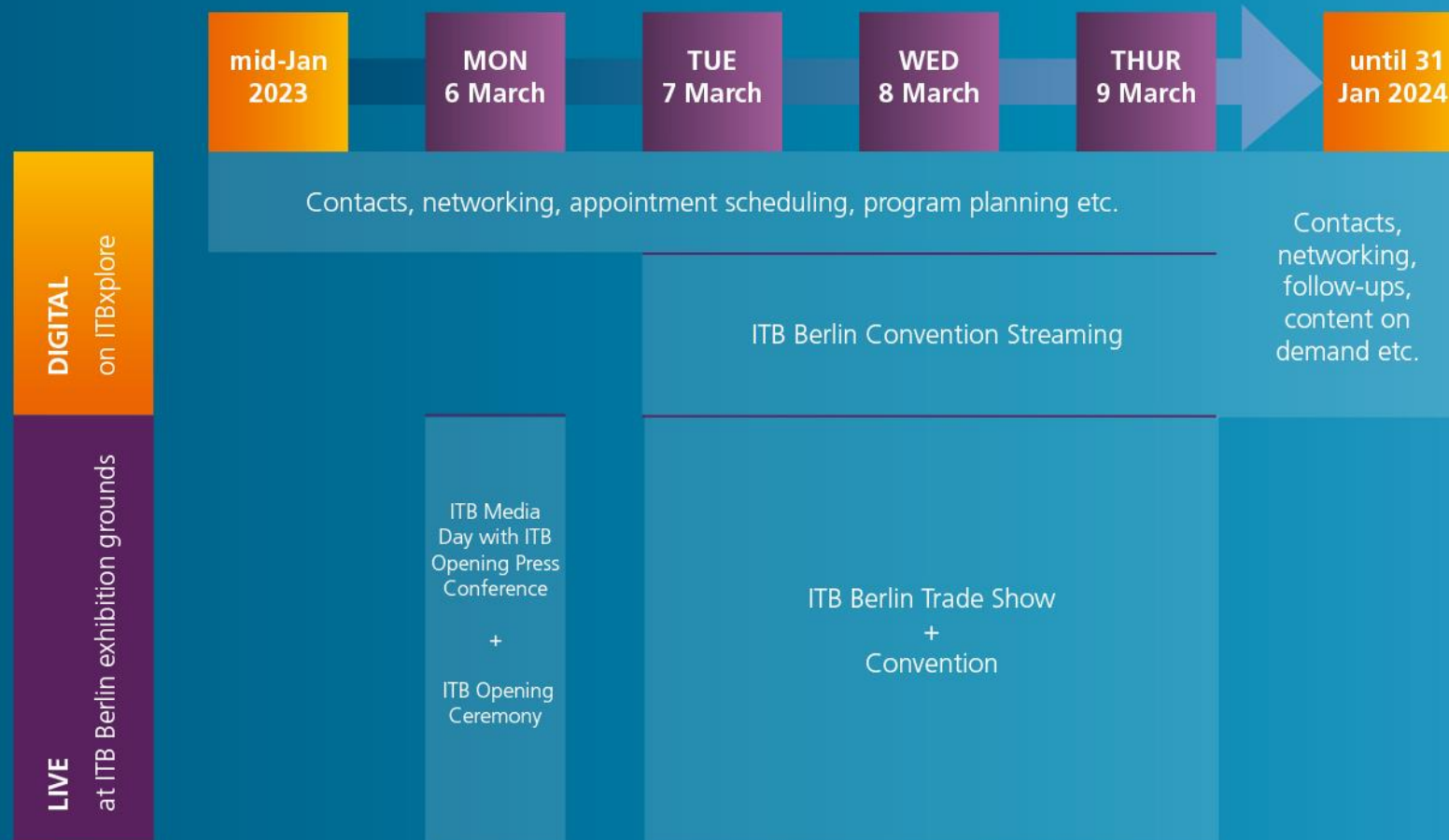




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WHY ADVERTISING & SPONSORING?

STAND OUT FROM THE CROWD!

... And benefit from exciting advertising, sponsoring, branding and promotion opportunities on-site at the Berlin ExpoCenter City as well as from online advertising to carry your premium brand message to the entire world!

And that's not all: The procurement of advertising spaces at the BER Airport, in the city of Berlin and within the public transport service rounds off our customized service and your unforgettable performance.

Thanks to the variety of communication channels and advertising contents that we offer,...

- ✓ **you reach your desired target group quickly and effectively at the right touch points,**
- ✓ **you can freely choose an advertisement option perfectly matching in terms of cost and return on investment,**
- ✓ **you can be the master of your own success! Do not only take part but put yourself in the spotlight that you deserve.**

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ON-SITE ADVERTISING

STRIKING AND COLOURFUL!

Indoor and outdoor advertising on the ITB Berlin exhibition site leaves a lasting impact on visitors and guides them directly to your booth. Emerge as a big eye-catcher at the **main entrances of the fairgrounds** and **high traffic areas in the surrounding area!**





ON-SITE ADVERTISING



1 MEGA-BANNER AT HIGH TRAFFIC AREA

at the ICC Bridge North

Location: at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h): 40.00 m x 4.24 m

Hire Charge: 35,030.00 EUR

Production / Installation: 11,505.00 EUR



1 ROTUNDA HALL 16 AT HIGH TRAFFIC AREA

at Messedamm

Location: Rotunda Hall 16 facing the cross-roads between Messedamm, Masurenallee and Neue Kantstraße

Size (w x h): 18 components: 3.04 m x 3.00 m each,
i.e. 54.72 m x 3.00 m in total

Hire Charge: 49,524.00 EUR for 18 components

Production / Installation: 12,935.00 EUR for 18 components



ON-SITE ADVERTISING



2 WINDOW BRANDINGS AT ENTRANCE SOUTH

at the Entrance Hall South

Location: 2 window brandings at the Entrance Hall on the left and right side from the center (see red marks on the left photo)

Size (w x h): 10.80 m x 7.95 m per window banner

Hire Charge: 32,660.00 EUR per window banner

Production / Installation: 4,358.00 EUR per window banner



5 MEGA-BANNERS AT ENTRANCE SOUTH

in the Entrance Hall South, each 2-sided

Location: 5 suspended banners in the Entrance Hall South in the access area to the site

Size (w x h): 4.00 m x 6.00 m per double-sided banner
(print on front and back side)

Hire Charge: 9,460.00 EUR per double-sided banner

Production / Installation: 2,955.00 EUR per double-sided banner



ON-SITE ADVERTISING



MOBILE ADVERTISING TOWERS AT ENTRANCE NORTH

on the Plaza of Entrance North, each 4-sided

Location: up to 2 towers on the plaza of Entrance North (exact positions by arrangement)

Size (w x h): e.g. 3.302 m x 4.15 m per side

Hire Charge: e.g. 12,584.00 EUR per 4-sided tower

Production / Installation: e.g. 3,115.00 EUR per 4-sided tower



5 MEGA-BANNERS AT ENTRANCE NORTH

in Hall 19, each 2-sided

Location: 5 suspended banners in Hall 19 in the access area to the site

Size (w x h): 3.00 m x 5.00 m per double-sided banner
(print on front and back side)

Hire Charge: 13,096.00 EUR per double-sided banner

Production / Installation: 2,215.00 EUR per double-sided banner



ON-SITE ADVERTISING



1 LED MEGA-DISPLAY AT ENTRANCE SOUTH

in the Entrance Hall South

Location: directly in the Entrance Hall South between Hall Levels 1 and 2

Technical Specs: FULL-HD display / 2.50 mm pixel pitch
20 Mbit / 60 fps / content 32:9 LED
dimensions (w x h): 10.08 m x 2.88 m
resolution: 4032 pixel x 1152 pixel

Hire Charge: 29,520.00 EUR for a 30 sec. spot within a loop with organizer content

Production / Installation: The content will be delivered by the client and published by ITB Berlin.



DIGITAL SCREENS AT THE ACCESS

Location: e.g. at the access to Entrance North on the left and right side
(see red marks on the left photo)

Technical Specs: measurements: approx. 3.20 x 4.90 m (w x h) per screen, 2 screens in total
video format on demand

Hire Charge: 56,184.00 EUR for both screens

Production / Installation: on demand

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BRANDING

CREATE A BRAND MARK!

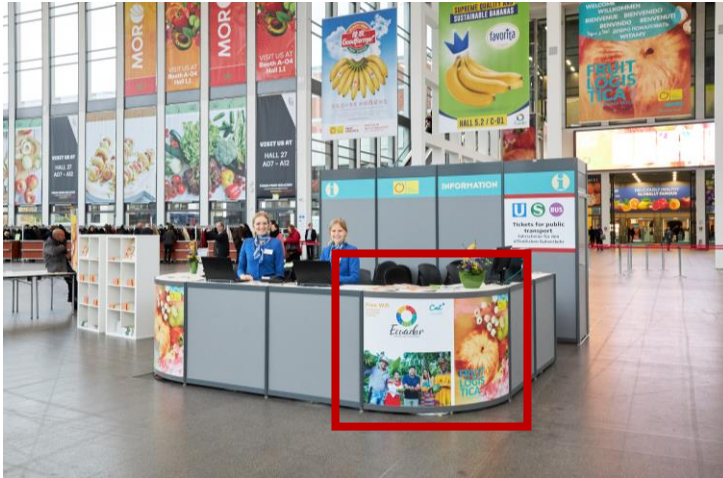
As one of our **premium partners**, you will become unforgettable by showcasing your corporate branding emblazoned e.g. on all information counters on the ITB Berlin fairgrounds and on all online tickets.




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BRANDING



BRANDING OF INFORMATION COUNTERS

on the ITB Berlin Exhibition Site

Description: up to 30 information counters spread out across the site: co-branding ITB Berlin with exhibitor advertising (approx. 50 % – see red mark on the left photo)

Size (w x h): Exact sizes will be provided separately.

Branding License: e.g. 23,485.00 EUR for 30 brandings

Production / Installation: e.g. 5,760.00 EUR for 30 brandings



BRANDING OF ONLINE TICKETS

for Exhibitors, Trade Visitors and Speakers

Description: branding of all online tickets (DIN A4-pdf) for exhibitors, trade visitors and speakers:

- logo integration at the top
- branding area (banner) in the middle

Sizes: on demand

Branding License: 36,210.00 EUR

Production / Distribution: included

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PROMOTION

LEAVE AN UNIQUE IMPRESSION BEYOND YOUR BOOTH!

Thanks to giant inflatables at **hotspots** on the ITB Berlin fairgrounds, flashy walking acts and creative guerilla marketing campaigns you will catch all eyes...





PROMOTION



ASSIGNMENT OF PROMOTERS

on the ITB Berlin Exhibition Site

Description: A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.

Promotion License: 2,765.00 EUR promotion license per person
 Personnel and storage costs as well as advertising material etc. are not included.

Important Note: Promotional activities directly in the halls or next to stands of other exhibitors are not allowed.



PROMOTION AREAS

on the ITB Berlin Exhibition Site

Description: An eye-catching advertising inflatable or mobile exhibit supplied by the exhibitor is placed at a highly frequented location as for example on the plaza of Entrance South or within the entrance halls. A detailed overview of all positions will be gladly provided anytime.

Sizes: on demand

Hire Charge: on demand
 (depending on location, requested size etc.)

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SPONSORING

REACH YOUR TARGETED, HIGHLY QUALIFIED AUDIENCE!

As an ITB Berlin sponsor, you can look forward to a **powerful public appearance**. ITB Berlin offers a variety of opportunities to create a memorable impression with your preferred sponsoring package to reach your target group with maximum visibility. If the sponsoring of products, locations or services is your mission, this is the right place for you!




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SPONSORING OF LANYARDS

for Exhibitors, Trade Visitors and Journalists

Description: sponsoring of up to 50,000 lanyards handed out to exhibitors, trade visitors and journalists at the information counters on the exhibition site

Size: on demand

Sponsoring License: 31,920.00 Euro plus supply / production and delivery of 50,000 lanyards

Production / Delivery: The production costs depend on the exact quantity, the layout and the material and can therefore only be defined at a later date.



SPONSORING OF BAGS

for Exhibitors, Trade Visitors and Journalists

Description: non-exclusive sponsoring of min. 10,000 bags (out of max. 40,000) or exclusive sponsoring of all 40,000 bags distributed at the information counters on the exhibition site

Size: on demand

Sponsoring License:

non-exclusive: 10,380.00 EUR plus supply / production and delivery of 10,000 bags

exclusive: 35,582.00 EUR plus supply / production and delivery of 40,000 bags


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SPONSORING

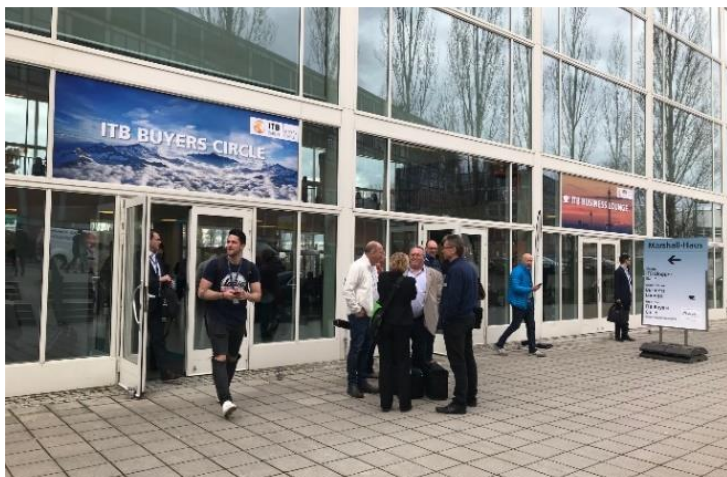


SPONSORING “HOME OF LUXURY by ITB”

No matter what ‘home’ means to you, there is surely something meaningful about the place we all call home. It’s the place we meet our family and friends and the place we look forward to coming back to after our travels.

HOME OF LUXURY by ITB is the key: one-on-one business meetings in a cozy and unusual atmosphere. Pre-scheduled meetings and open networking, panels & talks, meet-ups with the media and get together events will round off the experience.

In the four exhibition areas, The Garden, The Library, The Nest and The Gallery, providers of luxury accommodations, transportation, services as well as products can choose between individual conversation atmospheres. Be part of our HOME and become a sponsor! We will gladly provide you all the benefits on demand.



SPONSORING “ITB BUYERS CIRCLE”

The ITB Buyers Circle stands for exclusiveness:

- Up to 1,000 top buyers of the international tourism industry
- carefully selected by an international team at ITB Berlin
- our Buyers Circle members receive a wide range of benefits

And you as being our sponsor, too!

Get in touch with us for further information and an overview of all the benefits we offer!


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SPONSORING “ITB MEDIA CENTER”

The exclusive sponsor benefits from various advertising measures: e.g. diverse logo integrations, outlay of flyers, use of press boxes, positioning of advertising spaces etc.

A detailed overview of all benefits will be gladly provided anytime and discussed individually.



SPONSORING “ITB SPEED NETWORKING”

The premium event for making contacts and accelerate business with station based speed networking including 8 minutes meeting slots at the ITB Berlin CityCube on the fairgrounds. International buyers and exhibitors from all over the world representing different branches will be participating.

Are you interested? Then present yourself exclusively at your own counter and welcome the participants personally to this networking event.

We will gladly provide you all the benefits on demand for this sponsoring opportunity.

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SPONSORING “BUSINESS SATELLITE”

Business Satellites are THE place for spontaneous and planned meetings and are located throughout the exhibition grounds. All participants can book meeting tables hourly during the official opening times of ITB Berlin.

Take advantage of special visibility as a partner of an ITB Business Satellite.



SPONSORING “BUSINESS+ LOUNGE”

The new Business+ Lounge is located in Hall 7.2a.

It is a combination of co-working and meeting area with meeting tables that can be booked hourly for individual meetings. Drinks and snacks (subject to charge) are available.

Good to know: Within the Business+ Lounge you will also find the exclusive ITB Buyers Circle Lounge for our hand-selected ITB Buyers Circle members.

Become a partner of the new and exclusive Business+ Lounge and team up with everybody!

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ONLINE AND DIGITAL ADVERTISING

DO YOU WANT MORE?

Increase your visibility with **exclusive online advertising media, pulsating add-ons and interactive presentation tools!**

Experience networking, exchange & business in a decentralized, seamless and easy way – wherever you are.

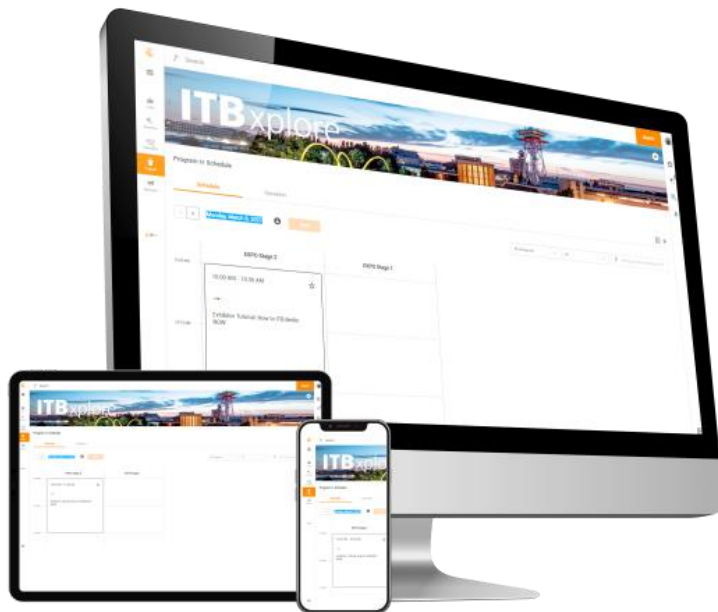
Before, during and after ITB Berlin, you will get the chance to attract brand awareness and underline your company presentation. Highlighting your brand is the supreme discipline!




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ONLINE AND DIGITAL ADVERTISING



ITBxplore and ITB Berlin App. Connect online. Meet offline.

ITB Berlin is all about effective personal networking and creating ideal settings. To ensure you arrive well prepared at ITB Berlin, we offer the best digital services. With your ITB Berlin ticket you will also have access to ITBxplore. You can browse through the exhibitor directory, plan your ITB Berlin Convention program and schedule onsite appointments with buyers and sellers of the industry – all before you arrive!

Use this opportunity to place online advertisement and present yourself prominently in the very center of our new digital world.

Thanks to additional individual services, you can enrich your online profile on the ITB Berlin website, on ITBxplore and in the ITB Berlin app and optimize the content of your digital presence:

- ✓ With smart presentation formats on ITBxplore, you can put yourself in the spotlight and engage in conversation with your customers and partners on the event platform.
- ✓ With our Amplifier Packages you will increase your visibility as well as the relevance of your topics and messages in the industry environment.
- ✓ Moreover, you can benefit from:
 - ✓ banner advertising in special areas (ITBxplore + ITB Berlin app)
 - ✓ ITB stories as animated presentation options (ITB Berlin app)
 - ✓ individual selfie-camera backgrounds (ITB Berlin app)
 - ✓ and much more...

Let's explore the best options to underline your presentation! Please contact us for details.

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CONTENT SPONSORING

PRESENTATION WITHOUT BEING ON-SITE?

We offer the platform and bring ITB Berlin directly to your home! With our **Exhibitor Presentations** and **Press Conferences** as well as the **Convention Sponsoring** and **Podcast Sponsoring**, you will get the chance to give a shout out and spread your message to the entire world.




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CONTENT SPONSORING



SPONSORING "ITB BERLIN CONVENTION"

ITB Berlin Convention will continue to be THE place for global trends, leading experts and current best practice examples with keynotes, panel discussions, expert interviews and awards.

Topics in the areas of travel technology, marketing & distribution, future travel, MICE, sustainability and social responsibility and more await the participants from all over the globe.

Would you like to be visible as ITB Berlin Convention Sponsor? Different options ranging from stage sponsor to Co-Hosts sponsorships are available.

Let us know and we will provide you with more details!



DIGITAL PRESENTATIONS

Are you interested in the possibility of an individual live product presentation or a press conference with free access for all ticket holders?

With digital presentations you have an additional channel to reach potential new customers interested in your product or journalists as well as press representatives from the industry.

Facts & Figures:

- live-streaming on the ITBxplore platform, parallel to the official ITB Berlin Convention, from 7 - 9 March
- recording of the live presentation later available as a file for own use
- integration of title and logo as well as direct link to the exhibitor Brand Card

Interested? Reach out to us for further information!



CONTENT SPONSORING



SPONSORING “ITB PODCAST”

The **Travel Hero Podcast** features talks with inspiring minds of the tourism industry. Big achievers, thrilling personalities – different formats reveal the souls behind big names and successful brands.

Anecdotes, stories of success and failures, practical tips and above all trend topics like future mobility, climate change, digitalization, resilience, communities, travel technology, marketing and sustainability in tourism and much more.

The listeners are travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

Interested to be part of it?
Then the next 300 seconds belong to you!

"300 seconds with..." - This audio concept features shortcasts with experts of the tourism industry, answering a question on a hot topic in only *300 seconds*. It may be a thought or an opinion, it may be a vision, the introduction of a new campaign, a new product, it may be a piece of advice or it may be a personal story. The stage is yours!



OUT-OF-HOME ADVERTISING

NEXT STOP: “ATTENTION”

Welcome the trade visitors and media representatives with your corporate design at the public transport station “Messe Süd”!

Make sure to catch up your customers on arrival at **BER** – the Berlin Brandenburg Airport – and accompany your target group through the **city of Berlin**!





OUT-OF-HOME ADVERTISING



GROUND POSTERS / FLOOR GRAPHICS AT "MESSE SÜD"

Description: positions by arrangement directly on the platform and in the entrance / exit areas of the station; minimum hire period: 1 week

Size (w x h): 1.20 m x 1.80 m per graphic

Hire Charge: on demand

Production / Installation: on demand



2 BILLBOARDS AT "MESSE SÜD"

Description: 2 billboards directly at the station; minimum hire period: 10 days

Size (w x h): approx. 3.56 m x 2.52 m per billboard (18/1)

Hire Charge: on demand

Production / Installation: on demand



OUT-OF-HOME ADVERTISING



DIGITAL CITY LIGHT POSTERS AT AIRPORT "BER"

Description: up to 29 digital City Light Posters, Terminal 1

Target Group: arriving and departing passengers, i.e. "Meeters & Greeters"

Dimensions and Baseline Data: on demand

Hire Charge: on demand



GIANT POSTERS AT THE ACCESS AND EXIT ROAD AT AIRPORT "BER"

Description: Parking Garage P3, access and exit road

Target Group: arriving passengers, i.e. "Meeters & Greeters"

Dimensions: 18.80 x 10.95 per giant poster

Hire Charge: on demand

Production / Installation: on demand



OUT-OF-HOME ADVERTISING



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GIANT POSTERS AT BERLIN CITY

Creative motifs in giant poster format, installed at the right locations, always have an extraordinary effect and simply make your campaign really big. We support you in the choice of location, production, installation and documentation of your giant poster campaign.

Your brand will be highly visible at locations in vibrant urban environments and at traffic hubs. Please contact us for more details, prices and availabilities.



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SPECIAL IMPLEMENTATIONS AT BERLIN CITY

Through the creative use of special effects, you can set unmissable highlights in the cityscape. You can benefit from our years of experience with a wide range of technologies: 2D extensions, 3D objects, projections, LED modules, fog, water, light and much more.

Special implementations add that special something to your giant poster campaign.

Please contact us for more details, prices and availabilities.



CONTACT

More detailed overviews of all benefits will be gladly provided anytime.

GET IN TOUCH WITH US!

e-mail: itb-sponsoring@messe-berlin.de

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH AND CREATE A MEMORABLE IMPACT!