



ITB Berlin Media Monday 2023 – Call for Papers 06. March 2023

The new ITB Media Monday welcomes applications for the HYBRID opening ceremony, held both on- and offline and afterwards available on demand: After the official opening press conference at 10:00 - 11:00 a.m., exhibitor will have the opportunity to get their message out to the world one day before the start of ITB Berlin and book a slot at the stage of the Palais at the Funkturm exclusively for hybrid presentations or press conferences.

We look forward to receiving your application for one of the 3 remaining exclusive slots.

Please note that one of the slots **costs EUR 7,000 (excl. VAT)**.

APPLY FOR ITB MEDIA MONDAY:

Please use this online form to submit your application:

<https://www.itb.com/en/itb-berlin-for-visitors/itb-convention/call-for-papers-media-monday/>

We are accepting applications until 15th December 2022.

Selection criteria and general eligibility requirements:

- Promotional company presentations or "case studies" that showcase successes and trends based only on the company's product will not be included in the program of Media Monday.
- The submitted topic idea should not exceed a presentation length of 30 minutes (plus additionally 15 minutes for questions)
- The topic demonstrates topicality and relevance to the international travel and tourism industry.
- The submitted summary/abstract clearly describes the content and learnings of the session.
- The application does not guarantee the proposal's inclusion in the Media Monday program. Messe Berlin's decision is not subject to appeal.
- Unfortunately, the organizer cannot offer remuneration; costs of travel, accommodation, and other expenses will not be covered.
- The conference's preferred language is English. A translation service will be offered from English to German and vice versa.



Your Audience:

- On-site: national and international media (trade press, as well as business, tabloid and popular media)
- Additionally, online: free access Live Stream
 - Executives from the tourism industry (e.g., from destination management, business travel, hotel industry, and in-destination services)
 - Decision makers from eCommerce, marketing, product development, sales, and IT
 - International industry representatives
 - Media and Bloggers
 - Young professionals and students

The following slots can be offered: 13.00, 14.30 and 16.00 CET

Please note that the allocated time slot should only take up 45 minutes max. The additional time is reserved for assembly and breaks.

For inquiries about the program & content:

Opening Press Conference:

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