

# EXHIBITOR SCHEDULE

## ITB BERLIN 2023

The following pages give you a quick overview of the most important basics and deadlines for a successful trade show presence.

### ORGANISATION PR & MARKETING TRAVEL

DEADLINE	TO DO	ADDITIONAL INFORMATION
as early as possible	Define trade show goals	
as early as possible	Apply for visa (if necessary)	<a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a>
as early as possible	Make your travel bookings	<a href="http://www.itb-berlin.com/travel">www.itb-berlin.com/travel</a>
as early as possible	Book rooms for press conferences/seminars/presentations	<a href="mailto:till.schiewer@messe-berlin.de">till.schiewer@messe-berlin.de</a>
30 Sep 2022	Submit stand registration	<a href="http://www.itb-berlin.com/application">www.itb-berlin.com/application</a>
starting in September	Request information about sponsoring and advertising opportunities	<a href="mailto:itb-sponsoring@messe-berlin.de">itb-sponsoring@messe-berlin.de</a>
starting in September	Select a stand construction company	<a href="http://www.mb-capital-services.com">www.mb-capital-services.com</a>
end of Nov	Update exhibitor entry using the maintenance link update on ITBxplore	Mon. - Fri. 09.00 - 16.00 CET +49 30 3038 2500 <a href="mailto:support@messe-berlin.de">support@messe-berlin.de</a>
15 Dec 2022	Register co-exhibitors	<a href="http://www.itb-berlin.com/application">www.itb-berlin.com/application</a>
15 Jan 2023	Submit stand construction details for official approval	<a href="mailto:messetechnik@messe-berlin.de">messetechnik@messe-berlin.de</a>
until mid-Jan	Book advertising and upgrades on ITBxplore, in the ITB App, the ITB Berlin Homepage.	<a href="mailto:itb-sponsoring@messe-berlin.de">itb-sponsoring@messe-berlin.de</a> <a href="http://www.itb.com/sponsoring">www.itb.com/sponsoring</a>
starting mid-Jan	Check the ITB Berlin Convention and Event Program	<a href="http://www.itb.com/convention">www.itb.com/convention</a> and on ITBxplore
end of Jan	Register contacts in the press guide	
end of Jan	Register for the Matchmaking Tool of the ITB Speed Networking event and schedule meetings with top buyers	<a href="http://www.itb.com/speed-networking">www.itb.com/speed-networking</a>
end of Jan	Send press releases and invitations	
31 Jan 2023	Register events at the booth and in the event program	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>

from Feb	Contact trade visitors and/or other exhibitors via ITBxplore, register your stand staff with profiles	
from Feb	Send invitations to customers	
6 Feb 2023	Order stand construction and equipment	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Organize transport for trade show materials	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Order parking and/or loading spots for cars/trucks/containers	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Order stand cleaning and disposal services	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Apply to GEMA for music license	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Order security services and insurance for exhibited goods	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Order catering	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
6 Feb 2023	Organize additional stand personnel	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
until mid Feb	Receipt of the advance invoice for the stand rental and the MediaPackage and the free exhibitor codes	
15 Feb 2023	Add/update co-exhibitors' entries in ITBxplore	<a href="http://www.itb.com/itbxplore">www.itb.com/itbxplore</a>
17 Feb 2023	Book advertising in the official daily ITB Berlin News	<a href="http://www.itb-berlin-news.com">www.itb-berlin-news.com</a>
20 Feb 2023	Order ticket vouchers/codes for clients	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
20 Feb 2023	Order additional exhibitor passes	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
28 Feb 2023	Start of stand construction	<a href="http://www.itb.com/webshop">www.itb.com/webshop</a>
until start of trade show	Upload exhibitor news to ITBxplore	<a href="http://www.itb.com/itbxplore">www.itb.com/itbxplore</a>
7 – 9 March 2023	ITB Berlin	
9 (after 6 p.m.) - 13 March 2023	Stand disassembly	
max. 1 week after ITB	Evaluation and Follow-up (Thank-you notes, etc.)	