

# 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 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 the trade show	Define PR contact for media on ITBxplore	
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.)	