



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



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!

www.itb.com/xplore



ITB APP

Keep orientation and gain contacts onsite by using the ITB App with features like fairground navigation and exhibitor directory. Available in February as a free download in all app stores.

itb.com/xplore



ITB SPONSORING

Increase the impact of your trade show presence with the ITB Sponsoring portfolio – for every target group and every budget.

itb.com/sponsoring

IT'S A MATCH: GET MORE CONTACTS WITH THE ITB BERLIN TOOL BOX



ITB SPEED NETWORKING

Register for the ITB Speed Networking. This gives you the opportunity to request appointments with top buyers for the event and expand your business network.

itb-speednetworking@messe-berlin.de



ITB LEAD SCANNER

Download the ITB app free of charge, scan the QR code and network via your personal profile. Get the lead scanning license in BECO for your entire team to capture your customers' ticket data.

itb.com/webshop



ITB CUSTOMER VOUCHERS

Activate your customer database by sending them economic ticket vouchers to visit you at your stand.

itb.com/webshop



ITB PR SERVICES

Make use of the various ITB services for your public relation, e.g. press conferences, exhibitor news, ITB newsroom.

itb.com/press-service



PRESS CONFERENCES

Book a slot in the hybrid studio, for a press conference (PC) or use the opportunity to do a digital product presentation or PC.

PCs: till.schiewer@messe-berlin.de

hybrid: udo.friedrich@messe-berlin.de

digital: tessa.schmidt@messe-berlin.de



ITB COMMUNICATION KIT

Promote your trade show presence with an individual ITB banner including your hall and stand number.

itb.com/sponsoring



ITB PROGRAMM

Are you planning an event or want to rent rooms for receptions or press conferences? Your event can be displayed in the official ITB program program. Register your stand event officially via the BECO form.

itb.com/webshop



ITB BERLIN CONVENTION

Visit thematically important sessions at the ITB Berlin Convention to exchange ideas with like-minded people.

itb.com/convention

THE ITB ACQUIRES AMONG OTHER THINGS THROUGH

- personal customer care
- development and optimization of offers
- target group specific approach via our communication channels
- Cooperation with national and international associations
- Addressing new contacts via the worldwide network of representatives of Messe Berlin