

ITB BERLIN 2024

ADVERTISING &
SPONSORING
OPPORTUNITIES

MAKE WAVES ACROSS THE
INDUSTRY. **TOGETHER.**

experience
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Official Host Country ITB Berlin 2024



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

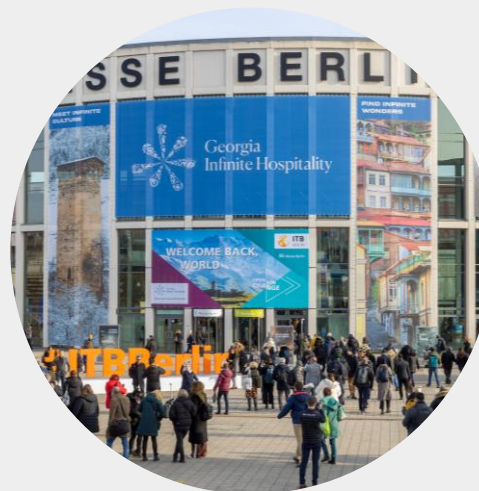
INTRODUCING ITB BERLIN 2024

The World's Leading Travel Trade Show® is bringing the global tourism industry together again from **5 – 7 March 2024** in Berlin.

ITB Berlin is an innovative platform, at the forefront of the travel and tourism industry since 1966. The travel trade show and convention welcome key industry players from around the world, both in-person and online.

ITB Berlin Convention is organized as a supplementary on-site event. With 20 years of expertise, ITB Berlin Convention is renown as the travel industry's paramount think tank. It boasts 17 theme tracks, 4 stages, 400 internationally recognized speakers and panel guests from business and politics, more than 200 sessions across a three-day timespan, and over 24,000 attendees in total.

Inquire about sponsoring and advertising options for your brand [here](#).



WHAT TO EXPECT **IN 2024**



ITB BERLIN

90,000+

Trade show attendees

180+

Countries & Regions

5,500+

Exhibitors

1,300

Buyers Circle Members

3,000+

Media Representatives

330+

Travel Bloggers



ITB BERLIN CONVENTION

17

Theme Tracks

400+

Top Speakers

200+

Sessions

24,000

Convention Attendees

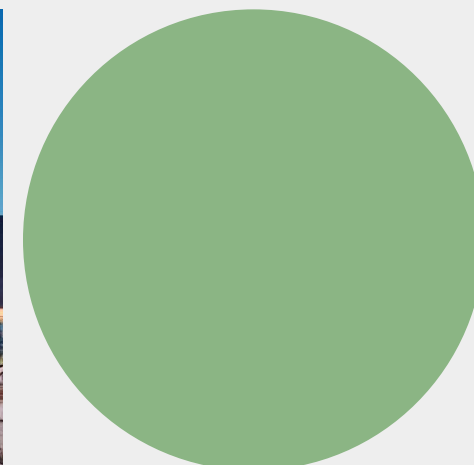
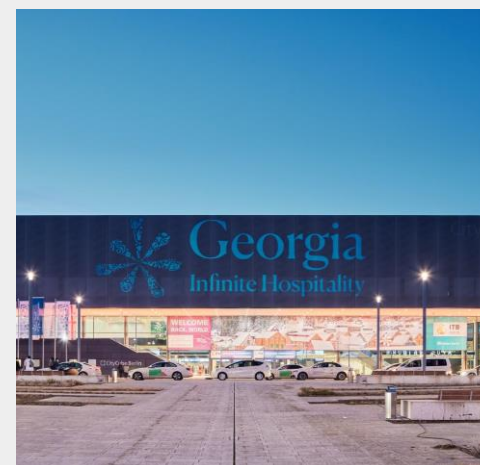
Numbers from ITB Berlin 2023

WHY ADVERTISE & SPONSOR?

Catch the wave and feel the ripple effect across the industry.

By taking advantage of our advertising and sponsoring opportunities, your brand will benefit from unique exposure to help carry your individual message and increase visibility across the globe.

Profit from on-site advertising opportunities for your product or service at the Berlin ExpoCenter City whilst utilizing online advertising options. Additionally, ITB Berlin offers a variety of communication channels and advertising platforms, including the procurement of advertising spaces at the BER Airport, across the city of Berlin, and on-ground within public transport services.



Reach a wide travel industry and community



Boost your media reach



Find new partnerships to expand your national and international business



Promote your brand before, during and after the event



SUCCESS STORY

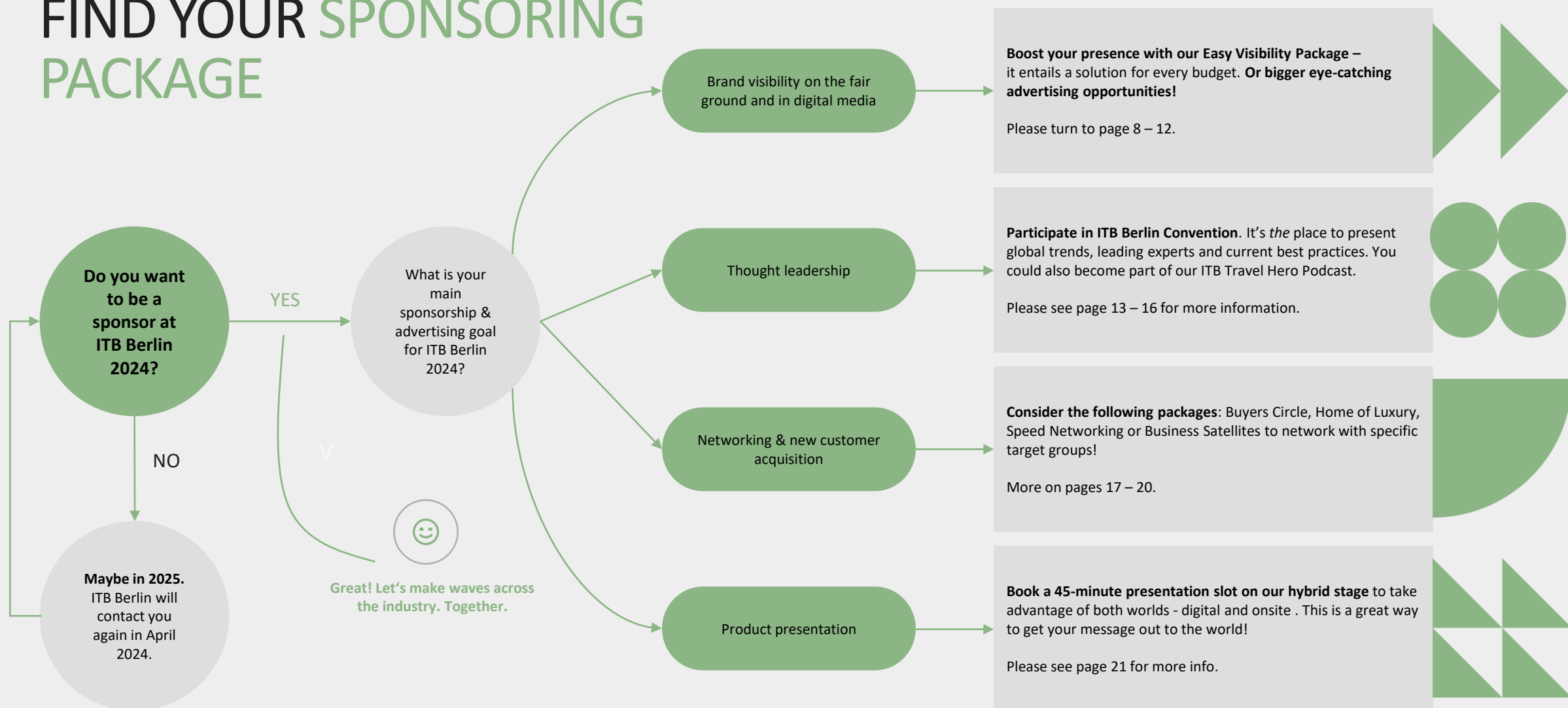
ITB Berlin is for Andalusia the ideal meeting point with the world's travel industry and Germany as a strategic outbound market. In order to reinforce our presence as a brand and destination, we consider a sponsorship with ITB a key to achieve this purpose.

Philipp Heuri

Chief Tourism Officer,
Andalucía Tourist Board



FIND YOUR SPONSORING PACKAGE



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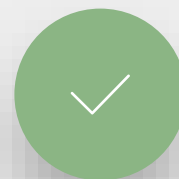
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EASY VISIBILITY PACKAGES



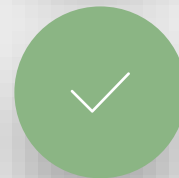
76% of our trade show attendees use pre-show information to plan their time at ITB Berlin. Pre-Show advertising is the most effective way to increase your impact on ITB Berlin.

Easy visibility packages combine both on-site and online placements, integrating our 3 media channels to provide the most effective traffic-building program for your brand.



ITB Digital Platform

The pre- and post-event online meeting place.



ITB.COM

The online exhibitor directory.



ITB App

The smart mobile guide for the event visit.

EASY VISIBILITY PACKAGES

All online advertising options at a glance



LIGHT
1,500 €

Poster at the ITB venue with integrated QR-Code

Hall Plan Logo On-site & Online

Highlight your company in the interactive hall plan on itb.com, as well as at the ITB venue in the hall overview of the hall you're exhibiting in.

Upgrade on ITB.COM

Boost your presence within the exhibitor directory.



SHINE
2,800 €

Poster at the ITB venue with integrated QR-Code

Hall Plan Logo On-site & Online

Highlight your company in the interactive hall plan on itb.com, as well as at the ITB venue in the hall overview of the hall you're exhibiting in.

Upgrade on ITB.COM

Boost your presence within the exhibitor directory.

Logo Slider on ITB App & Exhibitor Directory

Showcase your brand on the landing page of the exhibitor directory on itb.com and on the ITB App.



STAR
6,500 €

Poster at the ITB venue with integrated QR-Code

Hall Plan Logo On-site & Online

Highlight your company in the interactive hall plan on itb.com, as well as at the ITB venue in the hall overview of the hall you're exhibiting in.

Upgrade on ITB.COM

Boost your presence within the exhibitor directory.

Sandwich Banner on ITB App & Exhibitor Directory

Promote your presence with a banner strategically placed within the search result pages of the exhibitor directory on itb.com and on the ITB App.

Hall Sponsor Banner on ITB App & Exhibitor Directory

Position your brand in the top of the hall plan within the exhibitor directory on itb.com and on the ITB App.

ON-SITE ADVERTISING

Extensive and eye-catching



INDOOR & OUTDOOR ADVERTISING

CONSPICIOUS AND COLORFUL

Leave a lasting impact on visitors and guide them directly to your booth. Emerge as a big eye-catcher at the entrances.



BRANDING

CREATE A BRAND MARK

Remain unforgettable by showcasing your corporate branding emblazoned on all paper site maps, for example. Visibility all over the exhibition site!



PROMOTION

LEAVE A UNIQUE IMPRESSION BEYOND YOUR BOOTH

Thanks to giant inflatables, flashy walking acts, and colorful branded cars, you will be sure to catch everyone's attention.



SPONSORING

REACH YOUR TARGET AUDIENCE

A powerful public appearance to reach your target group with maximum visibility. Play a carrying role with our sponsored bags, for example.

ON-SITE ADVERTISING HIGHLIGHTS

2 WINDOW BRANDINGS AT ENTRANCE HALL SOUTH

Hire Charge:

34,294.00 EUR per window banner

Production & Installation:

4,515.00 EUR per window banner



Find our entire [On-Site Advertising portfolio here](#)
Or contact us for more information.



ON-SITE ADVERTISING HIGHLIGHTS

5 MEGA-BANNERS AT ENTRANCE NORTH

in Hall 19, each double-sided

Hire Charge:

13,752.00 EUR per double-sided banner

Production & Installation:

2,215.00 EUR per double-sided banner



This is only a small excerpt from our on-site advertising portfolio.
Please contact us for more information.

ITB BERLIN CONVENTION

ITB Berlin Convention is the place for global trends, leading experts and current best practice examples with keynotes, panel discussions, expert interviews and awards.

Guided by the theme “Pioneer the transition in travel and tourism. Together.,” industry experts present ideas on how to turn the urgent, global challenges facing the industry into opportunities.

The Target Group

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

Why become a Convention Partner?

Be part of the largest tourism convention in the world. With its top-class lineup, the convention offers extensive professional guidance and the ideal platform to increase your visibility and standing in the tourism industry.



CONVENTION PACKAGES



CO-HOST

~~42,000 €~~ **SOLD OUT**

Become Co-Host of the entire convention and be present on 4 different stages

Content integration*

Address the auditorium at prime time by taking advantage of a short speaking-slot within the opening of the ITB Berlin Convention. Co-organize a prominent convention session within your topic and participate in ITB Travel Hero Podcast.

Visibility

Boost your presence by being mentioned in different digital communication channels, logo-placements and promotional videos on-site during the convention.



STAGE SPONSOR

18,000 € - 22,000 €

Become Stage Sponsor of one of our 4 different stages

Content integration*

Take a thought leadership role within the topic you are burning for and present yourself on a stage for three days and participate in a panel or a keynote speech.

Visibility

Boost your presence by being mentioned in different digital communication channels, logo-placements and promotional videos on-site during the convention.

CONVENTION PACKAGES



TRACK SPONSOR

8,000 € - 12,000 €

Become Track Sponsor within one of our 17 theme tracks

Content integration*

Take a thought leadership role within the topic you are burning for and present yourself within a track and participate in a panel or a keynote speech.

Visibility

Boost your presence by being mentioned in different digital communication channels, logo-placements and promotional videos on-site during the convention.

*Content will be determined together with the ITB Berlin Convention Team. Participation in a panel or the keynote, in general: content inclusion, is subject to availability and may not be available at the given time.



PRESENTATION SLOT @ ETRAVEL STAGE

3,300 €

Present your product, successes, and trends live on the eTravel Stage within 20 minutes

Presentation slot

Address the auditorium by taking advantage of a short presentation slot at eTravel Stage within the travel technology subject and spread your message in the scene.

Visibility

A naming of session in the ITB Berlin Convention Program, as well as a logo placement in the onsite stage day program.

ITB TRAVEL HERO

PODCAST

What to expect from the ITB Travel hero podcast

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. It is your audio stage to share what's on your mind! The episodes are available on itb.com, Spotify, Apple Podcast and Podigee.

Who is the podcast audience?

Listeners include travel professionals, experts, economic and political policy makers, journalists, students, and passionate travelholics from the international travel industry.

What are the formats?

“300 SECONDS WITH” This audio concept features shortcasts with experts of the tourism industry. Within 300 seconds you answer a question on a trending topic!

Package price 2,500 €

“DEEP DIVE” The format? An interview in which you get the audio stage to share news, provide personal insights, talk about best practice examples, discuss latest trends or developments. The host? Charming and passionate industry expert Charlotte Lamp Davies from A Bright Approach.

Package price 6,000 €



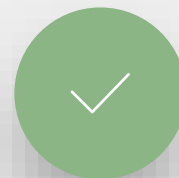
ITB

BUYERS CIRCLE

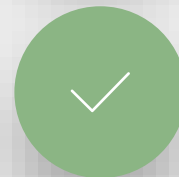
The **ITB Buyers Circle** is a membership for buyers from the leisure, MICE and business travel sectors. The ITB Buyers Circle stands for exclusivity. Every year, only 1,300 international TOP buyers are accepted as members. **The ITB Buyers Circle Lounge** on the exhibition fairgrounds providing an exclusive retreat for all ITB Buyers Circle members.



Why become an ITB Buyers Circle Sponsor?



Exclusive access to the 1,300 top buyers of the international travel industry.



Increased attention due to a special target group.



Marketing services exclusively tailored to the target group of buyers, with special reach for you as the sponsor such as your logo on the Buyers Circle page on itb.com, text ad incl. picture within Buyers Circle newsletter, mentions on social media communication, as well as one counter and logo-branding within the Buyers Circle Lounge.

Package price: 28,000 €

HOME OF LUXURY BY ITB

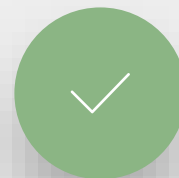
The **Home of Luxury** is a community event exclusively for the luxury travel industry. We believe that “new luxury” is all about enjoying the moment without limitations of space and time. It’s about collecting memories and relations.

Therefore, our approach is to bring hand selected “hidden gems” of the new luxury travel market together with top buyers of the industry.

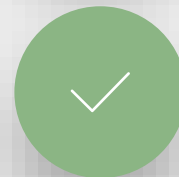
We focus primarily on rarities and special hosts, products and experiences of the top and high-end luxury.



Why become a Home of Luxury Partner?



Exclusive access to TOP players of the luxury industry.



Increased attention due to a special target group.



Exclusive visibility benefits on all ITB Berlin channels online as well as offline. This includes naming the sponsor on social media, newsletters, on the website, and visibility in the exclusive location of the Home of Luxury by ITB.

Package price: 15,000 €

ITB SPEED NETWORKING

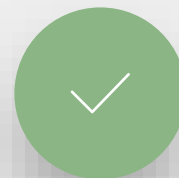
ITB Speed Networking is the networking event of the international travel industry. Participants make contacts and accelerate business with station-based speed networking, including 8 minutes slots.

International buyers and exhibitors from all over the world representing different branches participate free of charge.

The event will take place on Thursday, 7th March 2024 from 9:00 am until 10:30 am at CityCube Berlin, Level A



Why become an ITB Speed Networking Sponsor?



Assured and free participation at ITB Speed Networking.



Present yourself exclusively at your own counter and welcome the participants personally to this networking event.



Exclusive visibility benefits: this includes naming the sponsor in ITB Berlin Buyers Circle newsletters and on the matchmaking tool, as well as visibility in the exclusive location by displaying your logo on the wall in the hall and on different signboards on-site.

Package price: 12,000 €

ITB BUSINESS SATELLITES

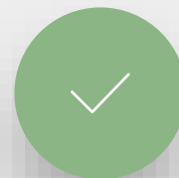
The ITB Business Satellites are the place for spontaneous and planned meetings or can be used as a workplace - independently or in addition to your exhibitor stand.

They are fully equipped lounges of around 80 sqm, with approx. 9 meeting tables, including 4 seats each and a reception counter with a hostess.

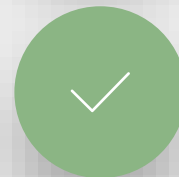
The ITB Business Satellites will be located throughout the entire exhibition grounds, upon availability and open for all ITB participants in the period 5-7 March 2024 from 10 a.m. to 6 p.m. Pre advanced table booking are required.



Why become an ITB Business Satellite Sponsor?



3 tables in the lounge will be reserved exclusively for you and your partners.



Each ITB Business Satellite has its own reception counter with hostess.



Exclusive visibility benefits: branding including your logo on back-drop and carpet, distribution of promotional materials, and naming on individual hall overview.

Optionally, you can hold a reception or evening event in your Satellite from 6 p.m. onwards (only by prior arrangement; for an additional fee for catering, cleaning, etc.).

Package price: 25,000 €

HYBRID STAGE

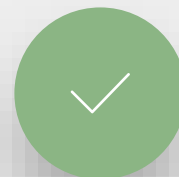
The hybrid stage contains hybrid press conferences and exhibitor presentations. You will have the opportunity to book a 45-minute presentation slot on the exhibition grounds in Hall 5.3.

Take advantage of both worlds - digital and onsite - to get out your message. The hybrid stage program will be streamed live on the digital platform of ITB Berlin and will run parallel to the official ITB Berlin Convention from 5 - 7 March.

At the same time, you can invite 50 of your VIP customers or industry press representatives as audience members to the studio, and possibly for networking afterwards on the grounds.



Why book a slot on the hybrid stage during ITB Berlin 2024?



Possibility of individual live product presentations or press conferences with the opportunity of inviting spectators on site (approx. 50 pax).



Efficient information transfer to journalists and press representatives from the industry with synergies to the Press Centre Hall 6.3.



The recorded file is available for your own use and distribution afterwards.

Package price: 3,200 €

CONTACT

LET'S MAKE WAVES ACROSS
THE INDUSTRY. **TOGETHER.**

Please contact the Sponsoring team to discuss customized advertising and sponsoring opportunities for your brand.

E-Mail: itb-sponsoring@messe-berlin.de

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Agency commissions will not be accorded. Prices do not include graphic design/layout. Additional charges will be incurred if other services are required. Modifications and errors excepted.

