



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

EXPERIENCE LUXURY AT ITS FINEST. TOGETHER.

Home of Luxury at ITB Berlin 2024



THE VISION

Welcome to the home for the luxury travel industry!

No matter what "home" means to you, the place we all call home is about security and it's where we meet our family and friends. This exactly what Home of Luxury stands for at ITB Berlin. It provides a space for our exclusive luxury suppliers and luxury buyers to dive into a unique atmosphere - right in the middle of the exhibition grounds but outside the hustle of the trade show.

Our goal is to provide you with a place to present your luxury products and services in an eye-catching surrounding. Home of Luxury is specifically designed to highlight your brand and offered products and to be a meeting point and source of inspiration for potential customers.



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THE CONCEPT



You will find three exclusive exhibition areas tailored to your individual needs at the Home of Luxury.

Experience the ambience of a tasteful lounge and high-quality furnishings as the perfect platform to present your luxury products and to maintain and establish new business relationships.

Home of Luxury is not only an exhibition area, but also a place for networking and inspiration. Here you can exchange ideas with other luxury suppliers, make new connections, and learn about the latest trends and innovations in the industry.



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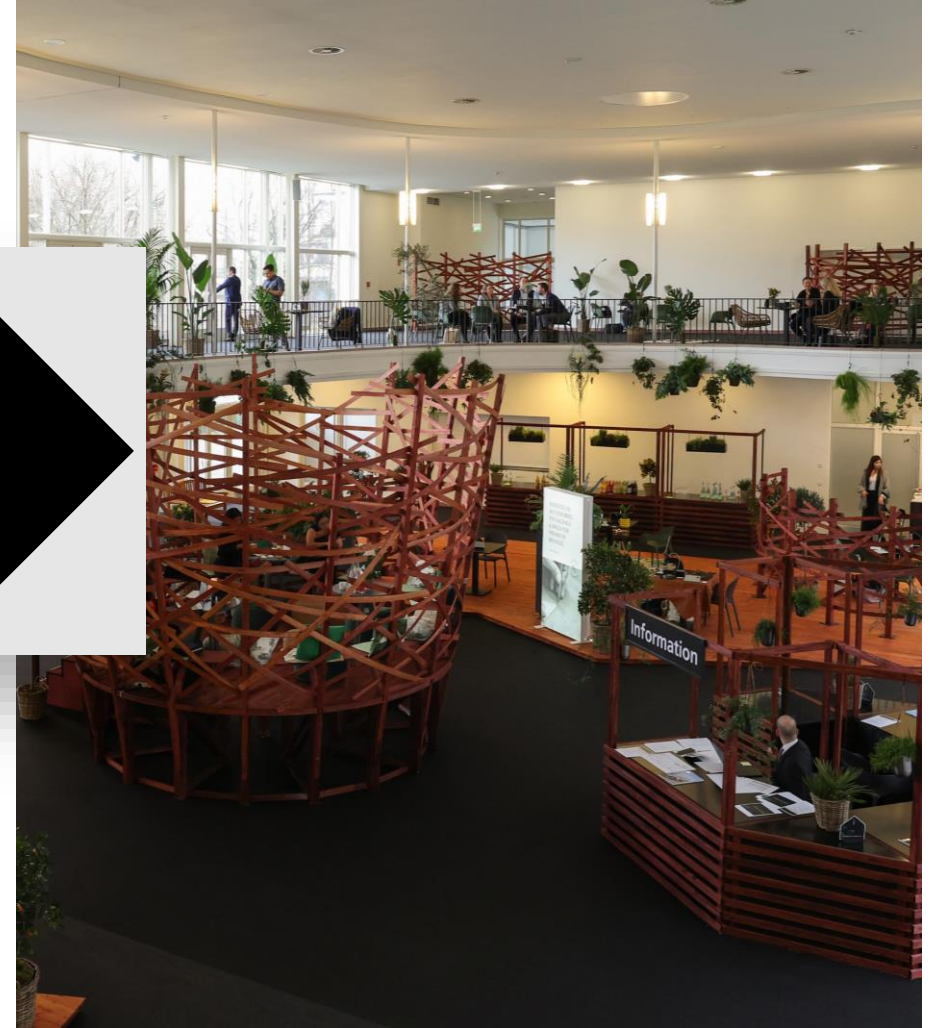
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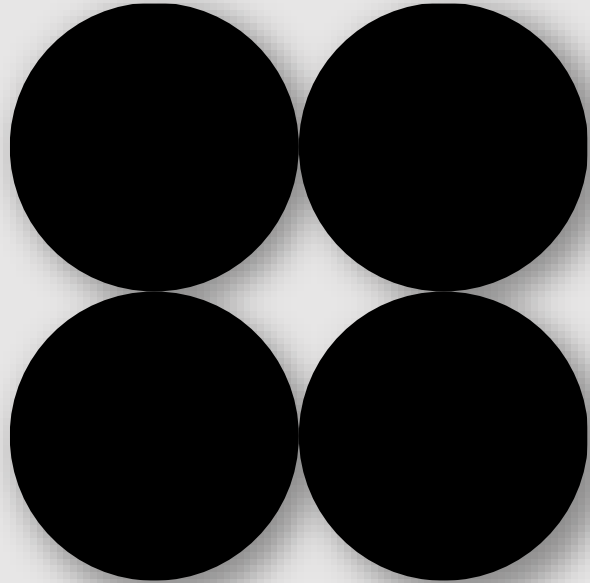
The Concept

Arrange your own appointments and take them in an exclusive and glamorous atmosphere.

Invite your guests and become part of a unique experience.*

**Registration and participation in the Home of Luxury is limited and restricted.
All registrations will be carefully reviewed before admission.*





EXHIBITION AREAS



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The Garden

The **Garden** is the first exhibition area on sight when you enter the Marshall House.

This section of the Home of Luxury brings you back to nature while you conduct business and build new partnerships.

Take a seat in the area with custom wood floors and special floral arrangements to conduct your appointments, cultivate your business relationships, and invite your partners for a drink.



The Garden Rate: **3.300 EUR excl. VAT**

The price includes table booking (incl. 3 chairs) for three days of the fair in the area you have chosen. It also includes two exhibitor passes, exclusive WLAN, electricity supply, free participation in the Home of Luxury program, and free food and drinks all day.



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The Nest

The Nest is in the heart of the Home of Luxury area, and therefore in the middle of the action.

The extraordinary atmosphere provides a unique sense of trust and security.

The Nest is unlike any meeting space you have visited.

Use the exclusive and cozy atmosphere to conduct your planned one-on-one meetings and business meetings.

You can also use the space for open networking.



The Nest Rate: 3.600 EUR excl. VAT

The price includes table booking (incl. 3 chairs) for three days of the fair in the area you have chosen. It also includes two exhibitor passes, exclusive WLAN, electricity supply, free participation in the Home of Luxury program, free food and drinks all day.



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The Gallery

Enjoy the view at **The Gallery** - our highest point in the Marshall House.

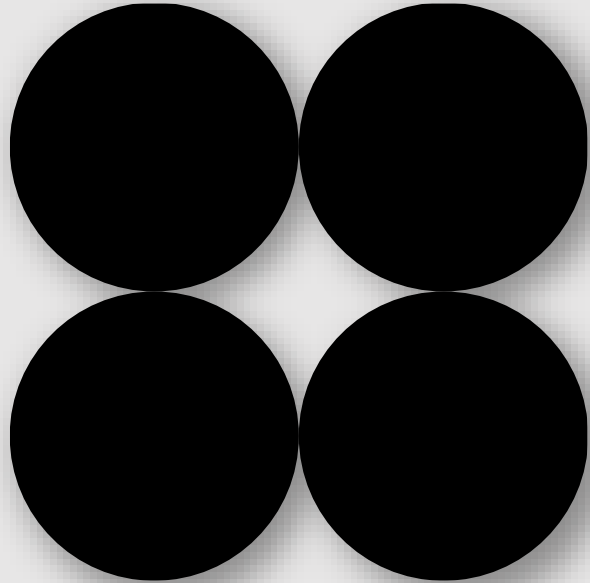
Reach the top and secure your spot at The Gallery. Accomplish your appointments and maintain your partner relationships with the best view at the Home of Luxury.

In addition to overlooking the hustle of the Marshall House, you will be exclusively located next to the lounge for our hand-selected Buyer Circle members.



The Gallery Rate: 4.100 EUR excl. VAT

The price includes table booking (incl. 3 chairs) for three days of the fair in the area you have chosen. It also includes two exhibitor passes, exclusive WLAN, electricity supply, free participation in the Home of Luxury program, free food and drinks all day.



THE ATTENDEES



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The Home of Luxury is exclusive and open only to the following participants:

Luxury Exhibitors

Registration takes place via a stand application. After admission by the ITB Berlin team, you will receive the assignment of your table and the respective exhibitor passes for access.

You will also be part of the Home of Luxury program.

Luxury Buyers

The registration is conducted through the buyer registration portal. After successful verification, you will receive buyer status, and will be able to enter the Marshall House.

You will also be part of the Home of Luxury program.

Buyers Circle Members

Find a special retreat at the Home of Luxury as a Buyers Circle member.



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Limited participation applies to:

Journalists

After successful accreditation via the accreditation portal, journalists can request participation in the Home of Luxury.

After reviewing the request, you will receive an invitation to our Meet the Media event from the ITB Berlin Press Team.

Invited Guests of participating luxury suppliers and buyers

Luxury suppliers and buyers are invited to attend appointments at the Home of Luxury.

The admission of appointment partners is possible by pre-registration at the entrance.



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GET IN TOUCH



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