

EXHIBITOR SCHEDULE

ITB BERLIN 2024

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

DEADLINE	TO DO	ADDITIONAL INFORMATION
as early as possible	Define trade show goals	
as early as possible	Apply for visa (if necessary)	itb@messe-berlin.de
as early as possible	Make your travel bookings	
as early as possible	Book rooms for press conferences/seminars/presentations	jennifer.chyla@messe-berlin.de
1.9.2023	Submit stand registration	
starting end of september	Request information about sponsoring and advertising opportunities	itb-sponsoring@messe-berlin.de
starting in September	Select a stand construction company	www.mb-capital-services.com
end of Nov	Update exhibitor entry using the maintenance link update on ITBxplore	
15.12.2023	Register co-exhibitors	
15.1.2024	Submit stand construction details for official approval	messetechnik@messe-berlin.de
until mid-Jan	Book advertising and upgrades on ITBxplore, in the ITB App, the ITB Berlin Homepage.	itb-sponsoring@messe-berlin.de
starting mid-Jan	Check the ITB Berlin Convention and Event Program	
start of January	Register for the Matchmaking Tool of the ITB Speed Networking event and schedule meetings with top buyers	
end of Jan	Send press releases and invitations	https://xplore.itb.com/
30.1.2024	Register events at the booth and in the event program	
from Feb	Contact trade visitors and/or other exhibitors via ITBxplore, register your stand staff with profiles	

from Feb	Send invitations to customers	
6.2.2024	Order stand construction and equipment	
6.2.2024	Organize transport for trade show materials	
6.2.2024	Order parking and/or loading spots for cars/trucks/containers	
6.2.2024	Order stand cleaning and disposal services	
6.2.2024	Apply to GEMA for music license	
6.2.2024	Order security services and insurance for exhibited goods	
6.2.2024	Order catering	
6.2.2024	Organize additional stand personnel	
until mid Feb	Receipt of the advance invoice for the stand rental and the MediaPackage and the free exhibitor codes	
15.2.2024	Add/update co-exhibitors' entries in ITBxplore	
17.2.2024	Book advertising in the official daily ITB Berlin News	
19.2.2024	Order ticket vouchers/codes for clients	
19.2.2024	Order additional exhibitor passes	
27.2.2024	Start of stand construction. For the constructive construction, the specifications of the leaflet „Stand construction work“ must be observed.	
until start of the trade show	Define PR contact for media on ITBxplore	
until start of trade show	Upload exhibitor news to ITBxplore	
5. – 7.3.2024	ITB Berlin	
7.3.2024 - 11.3.2024	Stand disassembly	
starting in April	receipt of the final invoices	