

TIMELINE FOR EXHIBITORS

ITB BERLIN 2024

A quick overview of the most important deadlines
and dates for your successful trade show presence.

Priority 1

Priority 2

Priority 3

ME


Main Exhibitor




CE

Co-Exhibitor

Sustainability

DEADLINE	WHO	TO DO	FURTHER INFORMATION	
ASAP	All	Define trade show goals	Tips for Exhibition Planning	
ASAP	All	Apply for visa, if needed	Contact: itb@messe-berlin.de • Further information: Foreign Office	
ASAP	All	Make travel arrangements	Travel Service	
ASAP	All	Book rooms for press conferences/seminars/presentations	Contact: itb-roombooking@messe-berlin.de	
ASAP	All	Gather information to sustainable trade show presence	Further information: Corporate Social Responsibility @ITB Berlin	
From end of September	All	Request information regarding sponsoring and advertising opportunities	Contact: itb-sponsoring@messe-berlin.de Further information: Advertising & Sponsoring Options	
From September	ME	Select stand construction company	Contact: info@mb-capital-services.de • Further information: Capital Services GmbH	
1.9.2023	ME	Submit stand registration	Contact: itb@messe-berlin.de • Further information: ITB Berlin Exhibitor Portal	
From December	ME	Update exhibitor entry using the maintenance link on ITBxplorer	Contact: support@messe-berlin.de • Further information: Support Center	

DEADLINE	WHO	TO DO	FURTHER INFORMATION	
15.12.2023	ME	Register co-exhibitors	Contact: itb@messe-berlin.de • Further information: ITB Berlin Exhibitor Portal	
15.1.2024	ME	Submit stand construction details for official approval (including two-storey)	Contact: messetechnik@messe-berlin.de • Further information: Download Center	
Until mid-January	All	Book digital advertising/banner upgrades	Contact: itb-sponsoring@messe-berlin.de Further information: Advertising & Sponsoring Options	
From mid-January	All	Check ITB Berlin Convention and event program	Further information: itb.com	
End of January	All	Send out press releases and invites (promote presence at trade show)	Contact: presse-itb@messe-berlin.de • Further information: PR Opportunities	
31.1.2024	ME	Register all events at the stand and have them listed in the event program	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
Beginning of February	All	Register for ITB Speed Networking event matchmaking tool and schedule appointments with top buyers	Contact: itb-speednetworking@messe-berlin.de Further information: ITB Speed Networking	
Starting February	All	Contact trade visitors and/or other exhibitors through ITBxplore; register stand representatives for this purpose	Contact: support@messe-berlin.de • Further information: Support Center	
Starting February	All	Send visitor invitations to customers		
6.2.2024	ME	Order stand construction and equipment	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
6.2.2024	ME	Arrange transportation of trade show materials	Exhibition Planning	
6.2.2024	ME	Place BECO orders for event-related services and products (e.g. security, catering, staff, parking, waste disposal)	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
Until mid-February	ME	Receipt and payment of the down payment invoice for space rental and the Communication Package, as well as the complimentary exhibitor codes	Attention: The sender of the down payment invoice is messe-berlin@quadiant-eservices.com You will receive the complimentary exhibitor codes from tickets@messe-berlin.de	
15.2.2024	CE	Add/update co-exhibitor entries in ITBxplore	Contact: support@messe-berlin.de • Further information: Support Center	

DEADLINE	WHO	TO DO	FURTHER INFORMATION	
17.2.2024	All	Book additional press services (e.g. advertisements in ITB Berlin News)	Contact: presse-itb@messe-berlin.de • Further information: PR Opportunities	
19.2.2024	All	Order ticket vouchers/codes for customers	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
19.2.2024	All	Order additional exhibitor badges	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
27.2.2024	ME	Start stand construction - please follow the guidelines of the stand constructions.	Further information: Stand Construction	
Until trade show	ME	Book your time slot for loading zones at the fairgrounds via VisiFair	Further information: Entry & Access	
Until trade show	ME	Order setup/dismantling badges through BECO	Contact: beco-support@messe-berlin.de • Further information: BECO Webshop	
Until trade show	All	Define PR contact for media on ITBxplore	Contact: support@messe-berlin.de • Further information: Support Center	
Until trade show	All	Upload exhibitor news on ITBxplore	Contact: support@messe-berlin.de • Further information: Support Center	
Until trade show	All	Prepare for trade show participation	Site map Convention	
Until trade show	All	Arrival in Berlin	Travel Service	
5. – 7.3.2024	All	ITB Berlin	ITB Berlin Website	
7.3.2024 (from 19:00) - 11.3.2024	ME	Stand dismantling	Contact: messtechnik@messe-berlin.de • Further information: Download Center	
Max. 1 Week after trade show	All	Evaluation and follow-up (thank-you letters, etc.)		
From May 2024	ME	Receipt and payment of the final invoice for event-related services and products, as well as all Communication Packages for registered co-exhibitors	Attention: The sender is messe-berlin@quadiant-eservices.com	