



ITB
BERLIN

NOW

HOME OF LUXURY by ITB

Become a HOME OF LUXURY Sponsor

9 – 12 March 2021

FIRST GOES ORDINARY. THEN COMES LUXURY. TIMELESS. RESILIENT. PURE.

No matter what **HOME** means to you, it surely is the place where we meet our family and friends and which reminds us of special memories. It's a safe place we return to after our travels and adventures.

If you want to present your product or service to the global luxury community, the following package is your chance to shine:

SPONSORING PACKAGE

MEDIA	YOUR BENEFIT	COVERAGE
WEBSITE & NEWSLETTER		
itb.com/now Website	Logo and link	> 60.000 page impressions since
Page: Partners & Sponsors		
ITB Berlin Buyers Circle Newsletter	Naming, text and picture	> 1,000 subscribers
ITB Berlin Trade Visitor Newsletter	Naming, text and picture	> 17,500 subscribers
ITB Luxury customized mailing	Naming, logo and link in footer	3,510 receiver *numbers from Jan/Feb 2020
ADVERTISING WITHIN ITB Berlin NOW PLATFORM		
Top-of-the-List "Luxury Travel" in Show Floor	Listing of the Brand Card under "Sponsors" in Show Floor if the category "Luxury Travel" is selected	All users of ITB Berlin NOW
Page: Partners and Sponsors	Brand Card tile and link	All users of ITB Berlin NOW
Brand Card Home of Luxury	Naming	All users of ITB Berlin NOW



ITB
BERLIN

NOW

HOME OF LUXURY by ITB

MEDIA	YOUR BENEFIT	COVERAGE
SOCIAL MEDIA		
Social Media feature via the ITB Berlin social media account Facebook, Twitter, Instagram and LinkedIn	One single post incl. picture, text and link or one video	Facebook: > 62,505 followers Twitter: > 31,509 followers LinkedIn: > 6,187 members Instagram: > 12,380 followers* *numbers from October 2020
PRESS & NEWS		
Digital Press Release (announcement of ITB Home of Luxury)	Naming	> 11,000 journalists
PACKAGE PRICE + GERMAN VAT	5,000 EUR	

We are happy to create a customized sponsoring package for your company.

Please contact us: itb-sponsoring@messe-berlin.de