



ITB
BERLIN

NOW

PRESS CONFERENCE

= the media focussed presentation by exhibitors

WHAT IT IS

- 30 minutes online press conference presented by exhibitors
- Own title and logo integration in the ITB Berlin NOW event program
- Direct link to your own exhibitor Brand Card
- Interactivity through chat
- Visibility through integration in the program overview under "Press Conferences"
- The press conference is recorded live and uploaded as an on-demand video afterwards
- Slot allocation is subject to availability through the ITB Berlin Team

WHAT FUNCTIONALITIES COME WITH IT

- Real Time Lead Reporting / Tracking and contact details of the participants of the participants of the press conference, reporting depends on booked Brand Card / exhibitor package
- Exhibitor / Speaker has access to a non-public "Green Room" to ensure an optimal preparation 15 minutes before the start of the online press conference
- Private chat function among speakers and supporting operator during the press conference to secure a smooth process
- Professional speaker onboarding by an operator before the event



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WHY YOU SHOULD USE IT

- Possibility of individual live product presentation during the press conference
- Enables efficient information transfer and presentation without interjections
- Increased attention through visible performance as a program item under "Press Conferences"
- Contacting potential journalists and blogger who have already shown interest in the product by participating in the presentation
- Carefree: Support from technical operator before and during the press conference
- No limitations and increased awareness- every platform user can attend your press conference

EUR 2.500 *excl. VAT /per Slot*

**DO YOU HAVE NEWS THAT NEED A SHOUT OUT
VIA A PRESS CONFERENCE AT ITB BERLIN NOW?**

Contact us at:

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itb.com/now