



ITB
BERLIN

NOW

HOME OF LUXURY by ITB

Become the official HOME OF LUXURY Sponsor

09 – 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.

At **ITB Berlin NOW**, we succeed in bringing people together from all over the world to meet, share stories and exchange experiences. The **HOME OF LUXURY** Café makes business feel like meeting friends at home.

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

SPONSORING PACKAGES

| MEDIA | YOUR BENEFIT | COVERAGE |
|--|---|--|
| WEBSITE & NEWSLETTER | | |
| itb.com/now Website Page: Partners & Sponsors | Logo and link | > 60.000 page impressions since |
| 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 "Top exhibitors" in Show Floor if the topic "Luxury Travel" is selected | All users of ITB Berlin NOW |
| ITB Home of Luxury Café - The Library - The Office - The Garden - The Office | Naming: meeting corner (e.g. THE OFFICE powered by) | All clients of the ITB Home of Luxury |
| Page: Partners and Sponsors | Brand Card tile and link | All users of ITB Berlin NOW |



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| MEDIA | YOUR BENEFIT | COVERAGE |
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| 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 |
| Website itb.com Page: News itb.com/news | Naming within one article | > 60.000 page impressions since March 2020 |
| PACKAGE PRICE + GERMAN VAT | 7.500,00 EUR | |

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

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