

**ITB**VIRTUAL
CONVENTION

ITB VIRTUAL CONVENTION SPONSORING

**SET YOUR COURSE FOR THE LEAD!
BE A SPONSOR OF ITB VIRTUAL CONVENTION.**

Brainfood that fits to your business: Live streams & on demand videos.

Starting in early March 2020, www.itb.com was able to offer the tourism community a new and wide-ranging program of live sessions, news on the pressing issues of our times and a unique travel network. One sequence, ITB Virtual Convention, is full of valuable content – monthly live streams and on demand videos featuring insights by international top notch speakers and tourism experts, taking up the most relevant topics of the global travel industry that will change and shape our future.

If your product or service needs a year-round shout-out to the global tourism industry, then becoming an ITB Virtual Convention Sponsor is your chance to shine!

SPONSORING PACKAGES

MEDIA	YOUR BENEFIT	PREMIUM SESSION SPONSOR	BASIC SESSION SPONSOR	COVERAGE
WEBSITE				
itb.com Website (English only) Page: ITB Virtual Convention www.itb.com/VirtualConvention/	Your logo and link	✓	✓	> 32,800 page impressions since March 2020
ITB Berlin Website (English & German) Page: Sponsors & Partners www.itb-berlin.de/en/ITBBerlin/SponsorsPartners/	Your logo and link	✓	✓	> 2,000,000 page impressions p.a.
ITB Berlin Convention Website (English & German) Page: Partners www.itb-convention.com/Sponsorship/Partners/	Your logo and link	✓	✓	> 500,000 page impressions p.a.
NEWSLETTER & MAILINGS				
ITB Berlin Trade Visitor Newsletter	Naming and link within session-description	✓	✓	>17,500 subscribers
	Your banner ad (once)	✓	X	
ITB Berlin Exhibitor Newsletter	Naming and link within session-description	✓	✓	> 9,000 subscribers
	Your banner ad (once)	✓	X	

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SOCIAL MEDIA				
Social Media feature via the ITB Berlin social media accounts Facebook, Twitter, LinkedIn, Instagram	Naming within a post and/or story about ITB Virtual Convention	✓	X	Facebook: > 61,390 follower* Twitter: > 31,580 follower* LinkedIn: > 5,470 members* Instagram: > 12,100 follower* *numbers from August 2020
LIVE STREAMING				
Announcement slide	Your logo + "powered by..."	✓	✓	varies
Integration of video clip	Your mp4 video (play out 30-60 seconds) before/after the session	✓	✓	varies
LIVE CONTENT				
Short product presentation (to be approved by Convention Team) before/after the session	Your 10-minute speaking slot	✓	X	varies
PRESS & NEWS				
Digital Press Release	Naming in press release about ITB Virtual Convention	✓	✓	> 11,000 journalists
Website itb.com Page: News itb.com/news	Your own article or interview	✓	X	> 32,800 page impressions since March 2020
PACKAGE PRICE + GERMAN VAT		3,500 €	1,500 €	

For more information contact inga.schmid@messe-berlin.de