



ITB
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ITB BUYERS CIRCLE SPONSORING

SET YOUR COURSE FOR THE LEAD!

BE THE OFFICIAL ITB BUYERS CIRCLE SPONSOR 09 – 12 MARCH 2021

The ITB Buyers Circle stands for exclusiveness: Only 1,000 top buyers are accepted as members every year. Each member is carefully selected by an international team at ITB Berlin.

If you want to present your product or service to the exclusive Circle for Summiteers from all over the world, the following package is your chance to shine:

SPONSORING PACKAGE

MEDIA	YOUR BENEFIT	COVERAGE
WEBSITE		
itb.com/now Website (English only) Page: Sponsors & Partners	Logo and link	> 60,000 page impressions since March 2020
ITB Berlin NOW event platform Page: Partners and Sponsors	Brand Card tile and link	New product
ITB Berlin Website (English/German) Page: ITB Buyers Circle itb-berlin.de/en/ITBBuyersCircle/	Logo, link and text	> 2,000,000 page impressions p.a.
ITB Buyers Circle Website (English) Page: Homepage itbbuyerscircle.com	Naming	> 10,500 page impressions p.a.
ITB Buyers Circle Website (English) Page: Partner itbbuyerscircle.com/partner	Logo and text	> 10,500 page impressions p.a.
ITB Buyers Circle Website (English) Page: Log-In area of ITB Buyers circle members itbbuyerscircle.com	Digital goodie bag tile incl. your business contacts, voucher codes and logo	1,000 buyers



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MEDIA	YOUR BENEFIT	COVERAGE
NEWSLETTER & MAILINGS		
ITB Berlin Buyers Circle Newsletter	Naming, text and picture	> 1,000 subscribers
SOCIAL MEDIA		
Social Media feature via the ITB Berlin social media account LinkedIn	Naming, text	LinkedIn: > 6,187 members* *numbers from October 2020
PRESS & NEWS		
Digital Press Release (announcement of ITB Buyers Circle)	Naming	> 11,000 journalists
PACKAGE PRICE + GERMAN VAT	5,000 €	

You want to know more or are interested in other sponsoring opportunities?
Please contact itb-sponsoring@messe-berlin.de for more information!