Dear ITB Berlin Exhibitors,

The versatile topic of understanding one’s customer journey is well-discussed topic within the trade show industry.

The following 30 pages guide you through the most important steps you’ll need to undertake to ensure a successful preparation, exhibition & follow-up phase in the framework of ITB Berlin 2020.

Wishing you a successful trade show participation.

Warmest regards,

David Ruetz

P.S. Don’t miss top-notch speaker discussing latest trends and developments of the travel industry at ITB Berlin Convention, the world’s largest tourism think tank happening parallel at the ITB Berlin fairgrounds. Check [itb-convention.com](http://itb-convention.com) for more info.

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**IMPORTANT DATES**

Event duration
4 – 8 March 2020

Registration deadline
1 September 2019

Opening hours
Daily 10:00 am – 6:00 pm
(Exhibitors: 8:30 am – 7:00 pm)

Set-up
Constructive stand construction:
26 February 2020, 7:00 am – 10:00 pm
until 3 March 2020, 7:00 am – 10:00 am

Decorative stand construction:
until 3 March 2020, 10:00 am – 10:00 pm

Dismantling
8 March 2020 after 6:00 pm
from 9 March 2020 daily 7:00 am – 10:00 pm
until 12 March 2020, 10:00 pm

**YOUR CONTACTS**

**YOUR WORLDWIDE CONTACTS**

If you have any questions or require support, please contact the Messe Berlin International Representative in your country. For additional information, please go to: [www.itb-berlin.com/contact](http://www.itb-berlin.com/contact).

**YOUR ITB TEAM CONTACTS**

You can also contact the responsible ITB team member, please go to: [www.itb-berlin.com/organiser](http://www.itb-berlin.com/organiser).

**TRADE SHOW PLANNING**

Trade show organization is a complex topic. But there are several general rules. Trade Show Planning Tools like check lists and tutorials can be found on our website at [www.itb-berlin.de/en/Exhibitors/TradeShowPlanning/PlanningTools](http://www.itb-berlin.de/en/Exhibitors/TradeShowPlanning/PlanningTools).

**EXHIBITOR NEWSLETTER**

The exhibitor newsletter helps you to keep up with deadlines, shares tips for the planning and follow up phase and prepares you for your trade show participation ideally.

**PLACING ORDERS IN OUR WEBSHOP**

Starting in October, all of our services can be found online in our webshop – Berlin ExpoCenter online (BECO) – here: [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop).
The webshop is your ordering platform for all products and services you will need for your trade show participation: for everything from floral decorations, additional tickets, security and parking places to cleaning, communication and stand equipment.
**EXHIBITOR SCHEDULE**

**ITB BERLIN 2020**

The following pages give you a quick overview of the most important basics and deadlines for a successful trade show presence.

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<td>as early as possible</td>
<td>Define trade show goals</td>
<td><a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a></td>
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<tr>
<td>as early as possible</td>
<td>Apply for visa (if necessary)</td>
<td><a href="http://www.itb-berlin.com/travel">www.itb-berlin.com/travel</a></td>
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<tr>
<td>as early as possible</td>
<td>Make your travel bookings</td>
<td><a href="http://www.itb-berlin.com/travel">www.itb-berlin.com/travel</a></td>
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<tr>
<td>as early as possible</td>
<td>Book rooms for press conferences/seminars/presentations</td>
<td><a href="mailto:zaun@messe-berlin.de">zaun@messe-berlin.de</a></td>
</tr>
<tr>
<td>1 Sep 2019</td>
<td>Submit stand registration</td>
<td><a href="http://www.itb-berlin.com/application">www.itb-berlin.com/application</a></td>
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<tr>
<td>Starting in September</td>
<td>Request information about sponsoring and advertising opportunities</td>
<td><a href="http://www.itb-berlin.com/sponsoring">www.itb-berlin.com/sponsoring</a></td>
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<td>Starting in September</td>
<td>Select a stand construction company</td>
<td><a href="http://www.mb-capital-services.com">www.mb-capital-services.com</a></td>
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<td>1 Dec 2019</td>
<td>Register co-exhibitors</td>
<td><a href="http://www.itb-berlin.com/application">www.itb-berlin.com/application</a></td>
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<td>15 Jan 2020</td>
<td>Send us information on your highlights for the public days (ITB Berlin weekend)</td>
<td><a href="mailto:itb@messe-berlin.de">itb@messe-berlin.de</a></td>
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<tr>
<td>15 Jan 2020</td>
<td>Submit stand construction details for official approval</td>
<td><a href="mailto:messtechnik@messe-berlin.de">messtechnik@messe-berlin.de</a></td>
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<tr>
<td>until mid-Feb</td>
<td>Book advertising and upgrades on ITB Berlin Virtual Market Place, in the ITB App, the ITB Berlin Homepage.</td>
<td><a href="mailto:editorial@virtualmarket.itb-berlin.de">editorial@virtualmarket.itb-berlin.de</a></td>
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<tr>
<td>Starting mid-Jan</td>
<td>Check the ITB Berlin Convention and Event Program</td>
<td><a href="http://www.itb-convention.com/program">www.itb-convention.com/program</a></td>
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<td>end of Jan</td>
<td>Register for the Matchmaking Tool of the ITB Speed Networking event and schedule meetings with top buyers</td>
<td><a href="mailto:itbspeednetworking@messe-berlin.de">itbspeednetworking@messe-berlin.de</a></td>
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<td>31 Jan 2020</td>
<td>Register your events for official approval and publish them in the event calendar for free</td>
<td><a href="http://www.itb-berlin.com/webshop">www.itb-berlin.com/webshop</a></td>
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<tr>
<td>end of Jan</td>
<td>Send press releases and invitations</td>
<td><a href="http://www.itb-berlin.com/exhibitorspr">www.itb-berlin.com/exhibitorspr</a></td>
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| from Feb | Contact trade visitors and/or other exhibitors via the ITB Networker Directory, register your stand staff with individual profiles | [www.itb-berlin.com/networking](http://www.itb-berlin.com/networking) |
| 5 Feb 2020 | Order stand construction and equipment | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 5 Feb 2020 | Order parking and/or loading spots for car/truck/containers | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 5 Feb 2020 | Order stand cleaning and disposal services | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 5 Feb 2020 | Apply to GEMA for music license | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 5 Feb 2020 | Order security services and insurance for exhibited goods | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 5 Feb 2020 | Organize additional stand personnel | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 15 Feb 2020 | Add/update co-exhibitors’ entries in the ITB Berlin Virtual Market Place, or send log-ins directly to co-exhibitors | [editorial@virtualmarket.itb-berlin.de](mailto:editorial@virtualmarket.itb-berlin.de) |
| 15 Feb 2020 | Make sure you received the following: Down Payment Invoice for stand rental and advertising box, codes for free exhibitor tickets | |
| 20 Feb 2020 | Order additional exhibitor passes | [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop) |
| 26 Feb 2020 | Start of stand construction | |
| 4 – 8 March 2020 | ITB Berlin | |
| 8 (after 6:00 pm) – 12 March 2020 | Stand disassembly (from 6.p.m) | |
| max. 1 week after ITB | Evaluation and Follow-up (Thank-you notes, etc.) | |

**ORGANISATION**

**PR & MARKETING**

**TRAVEL**
TRADE SHOW PRESENCE

TRADE SHOW GOALS

Take some time to carefully consider exactly what you would like to accomplish at ITB Berlin – and steer your trade show presence in the direction with the best prospects for success.

In addition to your stand construction and activities, your communication measures in the run-up to the trade show should also be oriented towards your trade show goals.

- Establishing contacts with sales and cooperation partners
- Acquiring new customers
- Maintaining relationships with regular customers
- Reaching new target groups
- Finding new employees
- Fine-tuning your price ranges
- Business initiation
- Closing deals
- Analyzing export opportunities and new markets
- Strengthening your image
- Raising your public profile
- Presenting interesting new products
- Visiting experts’ conferences and seminars, e.g. ITB Berlin Convention and ITB eTravel World
- Identifying developments, niche markets and trends
- Analyzing the competition and market situation

YOUR MOST IMPORTANT TRADE SHOW GOAL:

CONTACTS

BUSINESS

IMAGE

INFORMATION

YOUR CUSTOMIZED TRADE SHOW BUDGET
YOUR STAND AT ITB BERLIN

FOUR IMPORTANT QUESTIONS YOU SHOULD ANSWER FIRST:

1 Which hall suits my company best? 
ITB Berlin features not only geographical organization but also thematic segments which help visitors and exhibitors quickly find their way through the vast amounts of service offerings the trade show has to offer. Detailed information about the different segments can be found at [www.itb-berlin.com/segments](http://www.itb-berlin.com/segments). Please note that stand allocation is based on availability.

2 How much space do you need? 
Allow for enough space to accommodate your trade show goals. You should take into account the number of potential co-exhibitors and the amount of space your competitors used the previous year. Layout is also important – space for presentations, catering, meetings, image building, receiving visitors and related functions needs to be carefully considered.

3 Which type of participation is the most promising? 
You can present your organization with your own trade show stand or in the framework of a shared stand or pavilion. An individual stand can be individually coordinated to express your organization’s corporate design and is available in many sizes. Participation in a shared stand costs less and requires less work: as a co-exhibitor of a country or association, or as a sub-exhibitor of a partner organization, you can benefit from the experience of the main exhibitor, and you will have less to do on end organization work.

4 Which type of stand is best? 
There are stands with one, two, three or four open sides. The more open sides you have, the more visible you are to visitors. Row stands have the lowest prices. A surcharge per square meter is imposed on corner, peninsula and island stands. (More information see p. 15).

FAST AND EASY STAND REGISTRATION

In order to consider our exhibitors’ wishes and to ensure that both the exhibitors and the organizer can plan effectively, we need to receive all stand registration forms by 1 September. If you have any questions regarding your stand registration, please contact the ITB Berlin team. You can find your personal contact person here: [www.itb-berlin.com/organiser](http://www.itb-berlin.com/organiser).

Simply download the stand registration form from the ITB Berlin website, fill out the PDF on your computer, and email it to us. The document also contains the data protection regulations and exhibition terms and conditions for participating in ITB Berlin.

After having received and checked your stand registration, we will send you a stand offer as quickly as possible. Please confirm your stand offer as soon as possible – ideally, via email.

CO-EXHIBITOR REGISTRATION

In order for you to optimize your use of all ITB Services, we need your complete co-exhibitor data, with a concrete contact person with his/her direct email address. You can find the digital Excel file at [www.itb-berlin.com/coexhibitors](http://www.itb-berlin.com/coexhibitors). Please fill out and return the coexhibitor form to itb-coexhibitor@messe-berlin.de no later than 1 December. Please check the checkbox for the data protection consent.

WHAT IS THE PROMOTION PACKAGE? 
The services of the obligatory promotional package include listings in the ITB App, at the ITB Berlin Virtual Market Place and in the ITB Exhibitor Index of ITB QuickFinder.

WHAT IS THE AUMA FEE? 
The AUMA fee of EUR 0.60/sqm of exhibition area is levied in accordance with the agreement with the Association of the German Trade Fair Industry (AUMA).

WHY DO I HAVE TO PROVIDE A PERSONAL EMAIL ADDRESS? 
We send the latest information and advice about ITB Berlin as well as the most important deadlines to the email address you provide under “contact person” on the stand registration form.

WHEN WILL THE BILLS BE SENT? 
You will receive a Down Payment Invoice from ITB Berlin until mid-February. The Final Invoices are normally sent out until end of May.

IS MY COMPANY EXEMPT FROM VALUE ADDED TAX (VAT)? 
If you are taking part in ITB Berlin and your organization is located outside of Germany, please fill out the VAT-ID form in the stand registration. Companies based outside the European Union: Please add a copy of your business certificate, and if applicable, an informal translation in English or German. Our colleagues will determine if you are exempt from VAT.

WHAT WILL YOU DO WITH MY PERSONAL DATA? 
Messe Berlin sends your personal data of the company you have registered in the stand registration to third parties so they can offer you additional services in their own name to optimize and support your trade show participation. Detailed information can be found within the data protection regulations.
OVERVIEW OF THE MOST IMPORTANT (ONLINE) PLATFORMS

WEBSHOP BECO

1. You can log-in with last year’s username & password. Did you forget your user data? Please contact beco-support@messe-berlin.de
2. New Registration: Please follow the registration in the BECO webshop. After authorization by our team you will receive a link to set a password.
3. You are a co-exhibitor and your main exhibitor will order for you.

ITB APP & VIRTUAL MARKET PLACE®

- You will receive your login data from the Virtual Market Place® Team. You can log-in with last year’s username & password.
- You can ask for your log-in data from the Virtual Market Place® Team.
- After logging in, changes to your exhibitor entry can be made on your own at www.virtualmarket.itb-berlin.com/en/for-exhibitors, or with the help of the Editorial Team. Changes apply in your exhibitor entry details for the VMP directly. The main exhibitor just has to contact the editorial team of ITB Berlin Virtual Market Place to confirm.
- Upgrade & additional advertising is available throughout the year and can be done via the online-shop of the Exhibitor Area in the Virtual Market Place®.

ITB QUICKFINDER

- The exhibitor name will be automatically derived from your ITB Berlin Virtual Market Place profile.
- Upgrade & additional advertising is available throughout the year.

TICKETSHOP – SECUTIX

- To redeem the codes for your exhibitor tickets (free and ordered ticket codes), login to www.itb-voucher.com. You can login with last year’s login details. Or: If you don’t have an account yet, please click “Create new account”.
- Personalise your exhibitor tickets. Name changes are possible until 24 h before the trade show.
- Print your ITB Berlin exhibitor ticket.

Contact for questions:
Tel.: +49 (0)30 3038 1468
E-Mail: beco-support@messe-berlin.de

Contact for changes, upgrades & advertising:
ITB Berlin Virtual Market Place Editorial Team & Online Marketing
Telephone: +49 (0)30 3038 2180
Email: editorial@virtualmarket.itb-berlin.de

Co-exhibitors may receive their own log in details for the VMP directly. The main exhibitor just has to contact the editorial team of ITB Berlin Virtual Market Place to confirm.

OFFICIAL MEDIA PARTNER OF THE ITB PROMOTION PACKAGE

SERVICES OF OUR MEDIA PARTNERS AT THE DIFFERENT PLATFORMS AT A GLANCE

YOUR MEDIA PRESENCE VIA THE PROMOTION PACKAGE

Main exhibitor services Main exhibitor services Main exhibitor services

- Basic company entry (company name, address, hall and stand number)
- Email address
- Company profile
- Company logo
- Link to company website
- Link to image video
- Entries in up to 5 categories of the branch index
- Presentation of up to 4 products with text and pictures with a link to the offers at your website (max. 4,000 characters plus 1 image per offer)
- Link to your Social Media profiles (e.g. Facebook, Twitter etc.)

- Basic company entry (company name, address, hall and stand number)
- Email address
- Telephone- and fax number
- Link to company website
- Entries in up to 5 categories of the branch index and 1 entry in „Countries & Regions”

Co-exhibitor services Co-exhibitor services Co-exhibitor services

- Basic company entry (company name, address, hall and stand number)
- Email address
- Entry in 1 category of the branch index
- Company logo
- Entry in 1 category of the branch index and 1 entry in „Countries & Regions”

- Basic company entry (company name, address, hall and stand number)
- Email address
- Entry in 1 category of the branch index
- Company logo
- Entry in 1 category of the branch index and 1 entry in „Countries & Regions”

EXHIBITOR PROFILE ENHANCEMENTS & UPGRADES

Main exhibitor services Main exhibitor services Main exhibitor services

- Banner advertising
- Co-exhibitor upgrade
- Digital Press Box
- Data can be modified by using the VMP login data
- upgrades can be booked via the VMP Media Kit or via direct contact with the VMP Editorial Team
- Website: www.virtualmarket.itb-berlin.com/exhibitor-profiles

- Banner
- Cross media packages
- Data can be modified by using the VMP login data
- Upgrades can be booked via the VMP Media Kit or via direct contact with the VMP Editorial Team
- Website: www.virtualmarket.itb-berlin.com/exhibitor-profiles

- Advertising
- Cross media packages
- Highlighted company name
- Upgrades can be booked via the Cleverdis Media Kit or direct contact to the ITB Berlin News Team
- Website: itb-berlin-news.com
CONCEPTION AND CONSTRUCTION OF A SUCCESSFUL TRADE SHOW STAND

First of all, fine-tune the overall concept of your trade show stand so that it represents your goals. In addition to interesting exhibits, your trade show stand should also present your company’s philosophy. The main focus of the concept behind the stand should be a convincing design – attractive, inviting and perfectly in tune with your objectives for the trade show.

SYSTEM STAND OR INDIVIDUALLY DESIGNED STAND?

SYSTEM STAND
- Low priced, pre fabricated parts
- Easier transport & store costs
- Less staff for construction
- Modern system stands allow custom design

INDIVIDUAL STAND
- Implement your own design ideas
- Corporate Identity
- Standing out of the crowd

A combination using system components and individual construction methods is popular, as it allows for a comparatively large amount of variability. A re-usable stand is definitely more cost-effective, and usually better for the environment, too.

TECHNICAL DETAILS & GUIDELINES

When planning your trade show presence, please do not forget to implement the technical guidelines for stand construction, safety regulations, and so on. You can download the guidelines here: www.itb-berlin.com/exhibitor. Additionally, we offer you further Trade Show Planning Tools and information for your stand constructors on our website at www.itb-berlin.de/en/Exhibitors/TradeShowPlanning/PlanningTools.

WE ARE PLEASED TO OFFER SUPPORT WITH YOUR STAND CONSTRUCTION

Our subsidiary company, MB Capital Services GmbH, is pleased to help you with all questions regarding your trade show stand – from planning and design to construction: www.mb-capital-services.com.

SUSTAINABLE TRADE SHOW PRESENCE

ITB Berlin pays special attention to implement green and social event standards: We use intelligent renewable energy sources. We avoid waste – and we recycle. We try to save energy. We are committed to Human Rights in tourism. Please help minimize any negative environmental consequences.

TRAVEL
- Directly offset the CO2 emissions that occur during your travels with our partner atmosfair: www.atmosfair.com
- For distances shorter than 600 km, please use the CO2-neutral train special offered by Deutsche Bahn to ITB Berlin.
- Arrive at the Berlin ExpoCenter City exhibition grounds using the excellent connections of the Berlin public transport system.
- Our convenient bus shuttle system takes you fast and comfortable from the city centers East and West to the exhibiting grounds: www.itb-berlin.com/travel

PRINT MEDIA
- Use environmentally-friendly materials for all advertising and packaging.
- Whenever possible, go paperless.
- Avoid excessive production of printed advertising materials.
- For materials which must be printed use environmentally-neutral FSC-certified paper and environmentally-friendly printing ink.

STAND CONSTRUCTION
- Make sustainability an important factor when you select your stand construction company.
- Choose environmentally-friendly building materials and paints.
- Use materials and components multiple times.
- Conserve resources by renting furniture and plants.
- Diligently work to minimize packaging materials.
- Choose the most environmentally-friendly transport options.
- Separate your waste diligently and put it in the corresponding recycling containers.

CATERING
- Avoid using disposable plates, straws and cutlery.
- Avoid plastic bottles and use refillable water bottles.
- Choose for certified organic and fair trade products.
- When possible, avoid imported exotic products and use seasonal, regional ones instead.
- Choose suppliers who work to reduce packaging waste (e.g. suppliers who avoid using styro foam and other non-recyclable materials).
- Find out whether food leftovers can be donated to institutions like the “Berliner Tafel”.
- Find out if your suppliers collect and recycle used cooking oil.

Watch compliance with human rights, especially regarding the working conditions. Further information at www.ilo.org.

For more information: www.itb-berlin.com/trv

Can you check 10 items? Then you are a CSR-professional and a role model for other trade show stands

TRADE SHOW PRESENCE

TRADE SHOW PRESENCE

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TRADE SHOW PRESENCE

TRADE SHOW PRESENCE
IMPORTANT KEY WORDS FOR A SUCCESSFUL TRADE SHOW STAND

ACCESSIBILITY > Make sure you have barrier-free access for visitors with walking or visual impairments, e.g. with ramps, steps and furniture rich in contrast, adequate passage widths, movable seats, and the height of counters and meeting areas.

COLOR > Use the colors and design of your trade show stand to reflect your corporate identity. The colors should underline your most important messages without being distracting. Keep in mind how colors affect us.

DECORATION > Flowers, plants and other decoration create an inviting atmosphere.

FUNCTIONALITY > Equip your stand with enough meeting areas, perhaps with a bar and sitting area. Easily-accessible sitting areas invite people to stay for a while.

GIVEAWAYS > Special and authentic giveaways create a positive association with your company and serve as an introduction for discussions.

IMPACT > Use large, easily-readable messages and slogans. Slogans should be unique and authentic: It’s better not to have a slogan at all than to have a stale one.

INTERACTION > Get your customers to interact. Contests and drawings attract an audience to your stand. Let them try out innovations and/or exhibits that are typical for your company.

LIGHT > Use illumination to accentuate important areas of your stand. Illuminated areas suggest that there is something special to see. Be careful with bright lights – they can be too bright and also give off heat.

MULTI-SENSORY > Integrate olfactory stimuli (fragrances), tactile elements (wall material, floor covering) and taste based elements (food, drinks) into your stand concept.

OFFICE SUPPLIES > Don’t forget to bring a stapler, scissors, double-sided adhesive tape, memo pads, markers, pens, paperclips, etc.

PICTURES > Use pictures and photos – after all, a picture is worth more than a thousand words. Motives with people have a greater effect than landscapes. Exceptional forms and powerful colors attract attention, e.g. motives which have been altered.

SOUNDS > Unexpected, pleasant sounds and tones (primeval forest, waves, wind) and applause attract attention.

SUSTAINABILITY > During the planning process – stand, advertising, waste management – don’t forget to consider the environmental impact of the materials you’re planning to use.

TECHNOLOGY > Present yourself visually – with films and multimedia applications. Installations attract attention – make it easier to establish contact with visitors and help fill in waiting time.

VIRTUAL REALITY > VR glasses allow trade show visitors to experience your destination or services.

STAND PRESENCE: THE FIRST IMPRESSION COUNTS!

The process of the customer dialogue is a success factor for your company. That means that your staff is also able to inform the visitors during the ITB weekend about your products and services. Instruct your stand personnel on how to engage with the trade show visitors.
THE FOUR KEY POSITIONS FOR STAND OPERATIONS

In order to ensure the success of your trade show stand, we recommend that you keep four key positions filled. If you have a smaller stand, multiple positions can be carried out by one employee.

THE HOOKER
attracts the attention of visitors who are passing by. This can be a friendly hostess with candies or a clown with a rubber microphone; the possibilities are virtually endless.

THE CHECKER
personally greets every visitor. He/She clarifies the reason for the visit: is the visitor only interested in giveaways? Does the visitor want to sell something? Or could this be a potential customer who can be immediately directed to the seller?

THE SELLER
does what his/her name says. This person is optimally trained to answer all questions about your products.

THE TRACKER
immediately puts the data from the visitor’s business card into the database and writes a follow-up email afterwards.

YOUR STAND STAFF IS AN IMPORTANT FACTOR FOR YOUR SUCCESS

If you would like to successfully reach your customers, not only do you need to have enough personnel for your stand, but the staff also needs to have the right skills. Messe Berlin would be pleased to help you find stand personnel: www.mb-capital-services.com.

Personnel for your stand, as well as for building up and disassembling your stand, can also be found via the German Employment Agency: spandau.jobvermittlung@arbeitsagentur.de.

You will achieve the best results when you train your personnel before the trade show begins. The final briefing should be no later than on the last day before the trade show begins, and the procedures at the stand should be clearly explained. We recommend a feedback round after each day of the trade show in order to best identify problems and coordinate the following days.

Stand personnel training should include the following topics:

- Trade show objectives and target groups
- Co-operation partners and potential customers
- 30-second description of what you offer
- Interpersonal communication
- Writing dialogue reports
- Stand procedures and code of conduct
- Dress code, accessories and nametags
- Work schedule, hierarchies and precise assignment of responsibilities
- Special promotions and events during ITB Berlin
- Team introduction – including external personnel

TIPS FOR SUCCESSFUL COMMUNICATION

“How can I help you?” is a better opening question than “Can I help you?” The very best, however, is when your staff members directly respond to the visitor’s curiosity or interest: “I can see you’re having a look at our product. What’s most interesting about it to you? When would you consider using it?” The answer quickly reveals whether the visitor is truly interested.

THESE QUESTIONS LEAD TO SALES.

- How is your business going? What is the core of your business?
- What are you struggling with right now? What would you like to optimize?
- What are your defined goals? How high are the chances to reach them?
- What is your current success? How did you achieve it?
- What do you expect from me?
- What do you have in mind?
- Which target group do you wish to reach?
- What do you expect from the future?
- What product/ service has worked out well in the past?

It’s crucial that your staff recognize the customer’s signals, build confidence in their communication and analyze what sort of products the customer is interested in buying, if any. The advantages of any products being considered for purchase should then be clearly explained to the visitor. At the end of the talk, you need to arrange the course of action that follows – and write notes about all of the important points in a dialogue report. By the way: constructive trade show talks focus on content, so it’s good to set time limits.

DIALOGUE REPORTS – THE BASIS FOR SUCCESSFUL FOLLOW-UP

Successful trade show talks have a result: an additional appointment, sending samples, offers, etc. Every single outcome and every visitor contact should be documented in a dialogue report. Ready-made dialogue reports will help you gather information quickly and later serve as a basis for follow-up. There should definitely be room for four essential questions:

- WHO? target group, contact details
- WHAT? which product groups were of interest
- HOW? what’s the next step: send an offer, expect a call, etc.
- WHEN? priority – assign a priority level to each contact
SERVICES FOR YOUR SUCCESS

@ BERLIN EXPOCENTER ONLINE (BECO)

Starting in October, all of our services can be found online in our webshop – Berlin ExpoCenter online (BECO) – here: www.itb-berlin.com/webshop. The webshop is your ordering platform for all the products and services you will need for your trade show participation.

CATERING AT THE STAND

Exhibitors who offer visitors something tasty keep them longer at the stand. For example, you can offer gastronomic specialties of your region. You are not allowed to sell food or beverages, however. Our subsidiary, Capital Catering, can help you with all questions regarding the gastronomical well-being of your guests: www.capital-catering.com Contact: projekte@capital-catering.de

EVENTS AT THE STAND

Panel discussions, presentations and shows attract press and visitors. Stand parties can strengthen your image in a multidimensional way and create opportunities for informal meetings. Please note that your event must be registered (via the webshop) by 31 January 2020.

Events can take place from 10:00 am and must finish by 6:00 pm. Events can only take place in your assigned booth space – not in the aisles. Musical performances before 6:00 pm on trade visitor days are generally prohibited. Presentations using amplified sound must always be arranged in advance with both trade fair management and your stand neighbors.

Please also note that there are fees for events which take place between 6:00 pm and 10:00 pm (outside of official trade fair operating hours) e.g. for security personal (mandatory) and other services, such as barriers, sanitation personnel, cloakroom, (emergency) medical services, etc. Event guests who arrive before the end of the trade fair day require a valid trade fair ticket.

Detailed information: itb@messe-berlin.de

BUSINESS CENTERS: FOR ALL THOSE IMPORTANT THINGS

You can find Business Centers at different points on the exhibition grounds. They are useful facilities offering photocopying, telephone, Internet, computers, scanning, burning CDs, prepaid/normal/IM telephone cards, laptop connections, business cards and much more.

CLEANING AND SECURITY

We would be pleased to give you a custom-made service offer for keeping your stand clean and secure. Our cleaning companies offer reliable, professional cleaning and waste management services, both before the trade show starts as well as for the evenings when the trade show is taking place. You can also book stand security cover to keep your stand and exhibition merchandise under surveillance day and night, as well as during the construction and disassembly times. In any case, we definitely recommend that you insure your valuable exhibition materials. You can order these services at the BECO Webshop: www.itb-berlin.com/webshop, beco-support@messe-berlin.de

IT’S A MATCH: GET MORE CONTACTS WITH THE ITB BERLIN TOOL BOX

ITB SPONSORING

Increase the impact of your ITB presence with the ITB Sponsoring portfolio – for every target group and every budget.

www.itb-berlin.com/sponsoring

ITB BANNER GENERATOR

Promote your trade show participation with your personalized ITB banner including hall and stand number.

www.itb-berlin.com/Exhibitors/SponsoringPromotion/AdvertisingMaterials

ITB CUSTOMER VOUCHERS

Activate your customer database by sending them economic ticket vouchers to visit you at your stand.

www.itb-berlin.com/webshop

ITB BLOGGER SPEED DATING

Exchange views and information in brief time slots with a large number of qualified travel bloggers.

www.itb-berlin.com/Exhibitors/SpeedDating

ITB EVENT DATABASE

Are you planning an event? Make your events visible to all ITB visitors by registering it in the event calendar – for free of charge.

www.itb-berlin.com/webshop

ITB APP

Keep orientation and gain contacts onsite by using the ITB App with features like fairground navigation and chat. Available in February.

www.itb-app.de

ITB FOLLOW UP

Rent business card scanners to directly save your new contacts for a quick follow up.

www.itb-berlin.com/webshop

More information about gaining contacts is available online:

www.itb-berlin.com/Exhibitors/TradeShowPlanning/GainingContacts

TIPS FOR SUCCESSFUL GENERAL

With its approximately 50,000 visitors, the ITB-weekend is also an important success factor for your trade show presence. Why? Because you reach your end consumers directly on spot. Here are some useful tips to ensure that your presence is well displayed for the public visitors:

EMOTIONAL APPEAL
Private visitors are more responsive to pictures, activities at the booth and exhibits than straight text. Change your stand accordingly for the weekend.

ACTIONS AT THE STAND
Giveaways, show elements and prize drawings attract visitors to your stand. Whether you plan to offer a tasting, music and dance performance, costumes, photo sessions or mascots, make sure you have enough space.

FLEXIBLE USAGE
If your co-exhibitors are only interested in trade visitors, they can let other partners or travel agencies use their stand area on the weekend.

CLEVER PERSONNEL PLANNING
Please make sure that your stand is staffed until 6:00 pm on ITB Sunday. Stands which are disassembled early, and empty stands, have a negative impact on your image.

EFFICIENT SPONSORING
The ITB Travel Raffle (Hall 4.1) will be promoted across many media platforms. As a sponsor of one of the travel prizes, you are sure to benefit.

Contact: Ms Maren Hönninger, hoenninger@messe-berlin.de

FREE ADVERTISING
We publicize your highlights on the ITB Berlin website and in our print advertising via media co-operations – for free.
Contact: itb@messe-berlin.de

WEEKEND SALES
On the two days which are open to the general public, exhibitors can sell directly to private visitors. Don’t miss out on this opportunity to boost your trade show business. Use special offers to attract more attention to your travel packages and tour components. During this weekend, you can sublet your space to your sales partners – e.g. travel agents and tour operators – or let them use your space for free. Our website helps you get your message out, contact us: itb@messe-berlin.de.

TIPS FOR YOUR PRESS BOX
By renting a press box in the Media Center, you have a central location for making your press kits accessible to journalists. A professionally created press kit increases your chances of coverage enormously. Alternatively, you can also order an online press box. Information is available online:
www.itb-berlin.com/exhibitorspr

TIPS FOR YOUR PRESS KIT
• Include a short profile of your company.
• The kit should feature the latest information, background material, photos, all of the texts from the press conference, and, if applicable, the latest press releases.
• Do not include any advertising material.
• Do not forget to send the kit to media representatives who will not attend ITB Berlin.

FREE ENTRY IN THE PRESS GUIDE
The press guide makes it easier for journalists to contact exhibitors. The guide will be published online and it will also be available in the Media Center. You can list up to three contact persons for your company for free. Additional information is available online at www.itb-berlin.com/exhibitorspr.

ITB NEWSROOM
We are happy to support your PR work by publishing ITB Newsroom articles about your products or services. You can find the ITB Newsroom online here: newsroom.itb-berlin.de/en. This page is especially for journalists and online communicators - it’s used a great deal by key influencers. Texts of up to 1,500 characters can be published in the ITB Newsroom.

PRESS SERVICE FOR ITB EXHIBITORS
Successful press relations are an effective and comparatively low cost way to get the public’s attention. In the framework of ITB Berlin Press Service, we are pleased to be able to offer you support.
Press contact: Julia Sonnemann, Julia.Sonnemann@messe-berlin.de, Olga Kruglova, Olga.Kruglova@messe-berlin.de

YOUR PRESS CONFERENCE AT ITB BERLIN
If you would like to present truly newsworthy information, you should announce it at a press conference at ITB Berlin. At your request, we can enter your press conference in the event database free of charge. As capacities are limited, we recommend that you book the room for your press conference at the same time you register your stand, contact: Ramona Zaun, zaun@messe-berlin.de.
We are pleased to handle the catering for your press conference. For catering at CityCube Berlin and on the exhibition grounds, please contact our colleagues of Capital Catering at projekte@capital-catering.de.

TIPS FOR YOUR PRESS KIT
• Include a short profile of your company.
• The kit should feature the latest information, background material, photos, all of the texts from the press conference, and, if applicable, the latest press releases.
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ITB NEWSROOM
We are happy to support your PR work by publishing ITB Newsroom articles about your products or services. You can find the ITB Newsroom online here: newsroom.itb-berlin.de/en. This page is especially for journalists and online communicators - it’s used a great deal by key influencers. Texts of up to 1,500 characters can be published in the ITB Newsroom.
GENERATING CONTACTS

SPONSORING, ADVERTISING OPPORTUNITIES & MATERIALS

Are you looking for an amplifier to provide communication about your company, products or services? The large variety of advertising and sponsoring opportunities provides excellent offers for every target group.

BE A SPONSOR! Address your distinct target group.

### Your individual target group:

<table>
<thead>
<tr>
<th>All visitors</th>
<th>Selection of sponsoring packages:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ITB Partner Country</td>
<td>• Medical Tourism</td>
</tr>
<tr>
<td>• ITB Convention &amp; Culture Partner</td>
<td>• WLAN</td>
</tr>
<tr>
<td>• Career Center</td>
<td>• Luxury/Night</td>
</tr>
<tr>
<td>• eTravel/World</td>
<td>• Segment-Networking</td>
</tr>
<tr>
<td>• Blogger Speed Dating</td>
<td>• World Travel Trend Report</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trade visitors</th>
<th>Selection of advertising products:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ITB Berlin Convention</td>
<td>Branding</td>
</tr>
<tr>
<td>• Career Center</td>
<td>e.g. Tickets, trade visitor bags</td>
</tr>
<tr>
<td>• eTravel/World</td>
<td>Promotion</td>
</tr>
<tr>
<td>• Blogger Speed Dating</td>
<td>e.g. Licenses for your promoters and hostesses</td>
</tr>
<tr>
<td>• LGBT Pavilion and Events</td>
<td>Outdoor advertising</td>
</tr>
<tr>
<td>• ITB Business Points</td>
<td>e.g. Mega-banners and window brandings</td>
</tr>
<tr>
<td>• World Travel Trend Report</td>
<td>Indoor advertising</td>
</tr>
<tr>
<td>• Medical Tourism</td>
<td>e.g. Pillar advertising and window brandings</td>
</tr>
<tr>
<td>• WLAN</td>
<td>Special advertising</td>
</tr>
<tr>
<td>• Luxury/Night</td>
<td>e.g. Ellipse displays</td>
</tr>
<tr>
<td>• Segment-Networkings</td>
<td>Print advertising</td>
</tr>
<tr>
<td>• World Travel Trend Report</td>
<td>e.g. Advertising in the official daily trade show magazine ITB Berlin News and logos in ITB Quickfinder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media</th>
<th>For detailed information contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITB Press Center</td>
<td><a href="mailto:Lilith.Strebl-Schneider@mb-capital-services.de">Lilith.Strebl-Schneider@mb-capital-services.de</a></td>
</tr>
<tr>
<td>ITB Speed Networking</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Buyers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• ITB Buyers Circle</td>
<td></td>
</tr>
<tr>
<td>• ITB Speed Networking</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Public</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Travel prizes for the ITB Travel Raffle</td>
<td></td>
</tr>
<tr>
<td>• ITB Grand Finale</td>
<td></td>
</tr>
</tbody>
</table>

ADVERTISE! Increase your visibility with advertising spaces and campaigns.

### Your advertising opportunity:

<table>
<thead>
<tr>
<th>Selection of advertising products:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
</tr>
<tr>
<td>e.g. Tickets, trade visitor bags</td>
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<tr>
<td>Print advertising</td>
</tr>
<tr>
<td>e.g. Advertising in the official daily trade show magazine ITB Berlin News and logos in ITB Quickfinder</td>
</tr>
<tr>
<td>Digital advertising</td>
</tr>
<tr>
<td>e.g. Online banners at the starting page of ITB Berlin, the ITB Berlin Virtual Market Plane and official ITB App.</td>
</tr>
</tbody>
</table>

USE ITB ADVERTISING MATERIALS! Create effective invitation campaigns.

### Available advertising materials:

<table>
<thead>
<tr>
<th>ITB Berlin flyers &amp; posters</th>
<th>Possible applications:</th>
</tr>
</thead>
<tbody>
<tr>
<td>in your invitation letters</td>
<td><a href="http://www.itb-berlin.com/webshop">www.itb-berlin.com/webshop</a></td>
</tr>
<tr>
<td>Promotional stickers with your hall and stand number</td>
<td>in your invitation letters</td>
</tr>
<tr>
<td>in your invitation letters</td>
<td><a href="http://www.itb-berlin.com/webshop">www.itb-berlin.com/webshop</a></td>
</tr>
<tr>
<td>ITB Berlin admission vouchers</td>
<td>in your invitation campaign</td>
</tr>
<tr>
<td>in your invitation campaign</td>
<td><a href="http://www.itb-berlin.com/webshop">www.itb-berlin.com/webshop</a></td>
</tr>
<tr>
<td>ITB Banner Generator</td>
<td>in emails for your invitation campaign</td>
</tr>
<tr>
<td>refers to your participation in ITB Berlin</td>
<td><a href="http://www.itb-berlin.com/sponsoring">www.itb-berlin.com/sponsoring</a></td>
</tr>
<tr>
<td>Your advertising campaign with the ITB Berlin Logo</td>
<td><a href="http://www.itb-berlin.com/sponsoring">www.itb-berlin.com/sponsoring</a></td>
</tr>
<tr>
<td>Official Hashtag of ITB Berlin</td>
<td>Use the official # of ITB Berlin #itbberlin in your trade show presence promotion</td>
</tr>
</tbody>
</table>

SUCCESSFUL FOLLOW-UP

The reliability, speed and content of your reaction give potential customers insight into your company’s style of doing business. Use your contact data as a basis for direct follow-up actions. The following actions should be finished no later than a week after the end of ITB Berlin:

- Thank you mailings for visitors to your stand
- Establishing telephone contact and scheduling appointments
- Submitting detailed business offers
- Sending promised documents
- Sending your trade show final report to journalists
- Contacting invited guests who didn’t come to the stand
- Showing photos from the stand on your website’s gallery
- Report on ITB Berlin in your customer magazine or newsletter

IN-DEPTH EVALUATION

An evaluation of your presence and a comparison with previous efforts will enable you to assess your ITB Berlin participation and recognize optimization potential – and enhance future efforts.

- **Compile the contact data** in your database and create a solid foundation for goal-oriented and target-group-specific follow-up actions. Business Card Scanner, as well as QR Code Scanner help you to digitize the new contacts already during the trade show.
- **Be open to suggestions:** Which ideas and suggestions came from visitors, employees, stand staff? Conduct a survey of your personnel and visitors.
- **Contacts per trade show day / Staff member / Square meter**
- **Identify the peak times:** Were there enough / too many personnel per contact?
- **Ratio of invited contacts to actual number of visitors**
- **Number of regular customers** with invitations
- **Number of interested visitors with/without invitations**
- **Competitive analysis:** What did you learn from your competitors?
- **Which press articles** were sent – what kind of coverage did they receive?
- **Which journalists** personally came to the stand with / without an invitation?
PRACTICAL INFORMATION

QUICK ON-SITE ORIENTATION

EXCELLENT TRANSPORT CONNECTIONS

Berlin ExpoCenter City exhibition grounds can be reached easily via various modes of transport. All important information regarding Berlin airports, train stations and public transport can be found online: www.itb-berlin.com/travel.

SHUTTLE-SERVICES TO ITB BERLIN

TEGEL AIRPORT ➔ Shuttle buses bring you from Tegel airport to the exhibition grounds.

PARKING ➔ There is a bus shuttle service from the Olympic Stadium parking area to the exhibition grounds. If you would like to park at the exhibition grounds, please book a parking space via the webshop in advance.

CITY ➔ The two lines of the City Shuttle quickly take you from either city center east (Friedrichstrasse) or west (Wittenbergplatz) to Entrance South — and back.

HOTEL ➔ ITB Hotel Shuttle brings you directly from your hotel to the exhibition grounds. Guests staying at the partner hotels listed in the internet receive a timetable and ticket when they check in. Please show your ticket when you board the bus.

EXHIBITION VENUE ➔ Several lines of the Fairground Shuttle comfortably take you from hall to hall.

VALUABLE ITB BERLIN TIPS

A major event like ITB Berlin requires professional organization from the very beginning. In cooperation with our partners, we show you the best ways of traveling to Berlin, finding comfortable accommodation, reaching the Messe Berlin exhibition grounds and orienting yourself.

TRAVEL PREPARATIONS

HOTEL & ARRIVAL
It is crucial to book early. You can get very convenient flights, train packages and hotel offers from our partners, e.g. visitBerlin: www.visitberlin.com, HRS: www.itb-berlin.com/hrs
For additional information: www.itb-berlin.com/travel

TICKETS ONLINE
Order your tickets online and save money. Starting in December, you can order passes and day-tickets in our online ticket shop: www.itb-berlin.com/tickets. Additional tickets for exhibitors can be ordered via the webshop.
Exhibitors with an exhibitor badge can enter the exhibition grounds starting at 8:30 am. Trade visitors are allowed to enter starting at 9:30 am.

VOUCHERS
Free exhibitor voucher (after login or creating an account) codes can be redeemed at: www.itb-voucher.com.

VISA
In July 2013 all Visa Centers as well as German Embassies and Consulates were informed that an invitation letter by the trade show organizer is no longer needed when applying for visa in order to attend a trade show in Germany. We therefore kindly ask you to refer to this decree when applying for your visa. If the Embassy insists on the invitation letter please contact our representative in your country: www.itb-berlin.com/contact.

CLIMATE PROTECTION
Offset the CO2 emissions that occur during your travels directly with our partner atmosfair: www.atmosfair.com. For more information: www.itb-berlin.com/csr.

VEHICLE ACCESS TO THE EXHIBITION GROUNDS

IMPORTANT: All vehicle occupants must be in possession of a valid trade fair ticket.
The ITB Berlin traffic guide provides important information about traffic at the Exhibition Grounds before, during and after the trade fair. It provides an overview of entrances and exits and security deposit regulations. It will be available at our website’s Download Center in February.

DURING THE SET-UP PHASE (26 Feb – 3 Mar 2020, 7:00 am–10:00 pm)
• Access is only granted against payment of 200 EUR deposit
• On Tuesday, 3 March: cars and trucks up to 7.5 tons are permitted entry only until 3:00 pm, trucks over 7.5 tons are prohibited all day
• No access for trucks over 7.5 tons
• No access on Sunday, 8 Mar, after 3:00 pm

FOR THE DURATION OF THE TRADE FAIR (4 – 8 Mar 2020)
• Deliveries in vehicles below 7.5t: access from 8:30 – 10:00 am and 6:00 –7:00 pm (200 EUR deposit required)
• Cars below 3.5t with valid parking ticket: access from 8:30 am – 10:00 pm (without deposit)
• No access for trucks over 7.5 tons
• No access on Sunday, 8 Mar, after 3:00 pm

DURING THE DISMANTLING PHASE (8 Mar, 6:00 pm–12 Mar 2020)
• Entrance is only granted against payment of a deposit of 200 EUR
• On Sunday, 8 March: Truck access begins at 8:00 pm; cars have access only after 9:00 pm
• On Monday, 9 March: regular access 7:00 am–10:00 pm
• Unauthorized vehicles parked on the exhibition grounds will be removed at the owner’s expense.

Starting in February you can find the detailed traffic information guide online at our website’s Download Center at www.itb-berlin.de/en/ExtraPages/DownloadCenter/
ITB BERLIN ON YOUR MOBILE PHONE

The ITB App will be available for all trade fair participants from February at www.itb-app.de. The official app for ITB Berlin bundles all important information on the trade fair, including exhibitor lists, hall plan, events as well as the ITB Convention program.

Please note the corresponding direct links at our website and in our exhibitor newsletter.

THE ITB BERLIN VENUE

A map of the ITB Berlin venue can be downloaded online: www.itb-berlin.com/venue.

A wheelchair-accessible map is also available for download.

Starting in February you can download detailed floor plans online.

CONTACT US

The experienced ITB Berlin organization team is there for you. Do you have any questions, would you like us to send you some information, or maybe you have a special request? In any case, please contact us.

You can find your direct contact person of the ITB Berlin team on our website www.itb-berlin.com/organiser. Additionally, our international representatives can also be contacted. Find your correct contact person at www.itb-berlin.com/contact.

GENERAL EXHIBITOR SERVICE
Exhibitor Service of Messe Berlin GmbH
Tel. +49 (0)30 / 3038-1400
fair-service@messe-berlin.com

ADVERTISING SPACE, PROMOTION
Lilith Strebi-Schneider
MB Capital Services GmbH
Tel. +49 (0)30 / 3038-2406
Lilith.Strebi-Schneider@mb-capital-services.de

CATERING
Capital Catering GmbH
Tel. +49 (0)30 / 3038-3900
projekte@capital-catering.de

EVENTS AT THE STAND
itb@messe-berlin.de

HOSTESS SERVICE
Valentina Schellinger
CSG Team GmbH
Tel. +49 (0)30 / 3038-1439
Valentina.Schellinger@mb-capital-services.de

ITB BERLIN NEWS
Jean-François Pieri, Cleverdis
Tel. +33 (0)442 77 46 69
jeanfrancois.pieri@itb-berlin-news.com

PRESS
Julia Sonnemann
ITB Berlin Press Officer
Tel. +49 (0)30 / 3038-2269
Julia.Sonnemann@messe-berlin.de

PROTOCOL
Protocol Department of Messe Berlin GmbH
Tel. +49 (0)30 / 3038-2204
protocol@messe-berlin.com

ROOM RENTAL
Ramona Zaun
ITB Berlin Product Manager
Tel. +49 (0)30 / 3038-2155
Ramona.Zaun@messe-berlin.de

SPONSORING
itb@messe-berlin.de

STAND CONSTRUCTION
MB Capital Services GmbH
Tel. +49 (0)30 / 3067-2015
systems@mb-capital-services.de

STAND CONSTRUCTION APPROVAL
Markus Hoppe
ITB Berlin Technical Event Management
Tel. +49 (0)30 / 3038-4022
messetechnik@messe-berlin.de

TICKETS & PARKING
MB Capital Services GmbH
Tel. +49 (0)30 / 30696969
kartenservice@mb-capital-services.de

VIRTUAL MARKET PLACE ® & ITB APP
Editorial Team
Tel. +49 (0)30 / 3038-2180
editorial@virtualmarket.itb-berlin.de

WEBSHOP BECO
Webshop Team
Tel. +49 (0)30 / 3038-1468
beco-support@messe-berlin.de
IMPRINT

Company information pursuant to § 5 German Act for Telemedia Services
Messe Berlin GmbH · Messedamm 22 · 14055 Berlin · Germany
Management Board: Dr. Christian Göke (CEO), Dirk Hoffmann (CFO)
Chairman of the supervisory board: Wolf-Dieter Wolf

Tel. +49 (0)30/3038-0 · Fax +49 (0)30/3038-2325
www.messe-berlin.com · central@messe-berlin.de

District Court Berlin-Charlottenburg
HRB 5484 (Commercial Code)
USt.-IdNr. DE 136629714

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