

Book advertising options

How do you want to represent yourself? Through:	Examples of your Possibilities:	Deadline:	Contact & Information:
Brandings	Tickets, Site Maps, Shuttle Buses, Info Counters	until January	Capital Services GmbH www.itb-berlin.com/sponsoring Ms Lilith Strebl-Schneider strebl-schneider@mb-capital-services.de
Promotion	Promotion Licences, Hostesses and Hosts	until beginning of trade show	
Outdoor Advertising	Mega-Banners, Window Brandings, Towers, Poster Showcases	until February	
Indoor Advertising	Entrance Banners, Passageway Banners, Pillar Brandings, Displays	until February	
Special Advertising	Balloons, Stairs, Escalator and Elevator Brandings, Floor Graphics	until February	
Print	E.g. Advertisement in daily official trade show magazin ITB Berlin News or in the integrated Quickfinder	19.02.2016	Official ITB Berlin News Partner: Cleverdis www.itb-berlin-news.com Mr Jean-François Pieri jeanfrancois.pieri@itb-berlin-news.com
Mobile	Booking of Banners, Advertisements or additional entries in the official ITB Mobile Guide	05.02.2016	Official ITB Mobile Guide Partner wohlgemuth + team gmbh www.itb-catalogue.com itb@wohlgemuth-team.de
Online Advertisement	E.g. book banner ads in the online catalogue ,ITB Berlin Virtual Market Place' as well as on the ITB Berlin Website	until Mid-February	www.virtualmarket.itb-berlin.de/online-advertising Virtual Market Place® – Online Marketing Team Tel: +49 (0)30 3038 2211 Fax: +49 (0)30 3038 2182
Indoor and Outdoor Advertisements in Berlin	refer to your hall and booth number		
Advertisements in trade publications and Internet portals	refer to your hall and booth number		
Advertisement in daily press	refer to your hall and booth number		

Sponsoring Packages

Your target group:	Sponsoring Opportunities (Examples):	Deadline:	Contact:
Trade visitors	ITB Convention & Culture Partner	as soon as possible	Ms Inga Schmid schmid@messe-berlin.de
	ITB Sports Partner	as soon as possible	
	ITB Berlin Convention	18.12.2015	
	eTravel World	until mid of January	
	Blogger Speed Dating	until end of November	
	Webinar (online seminar)	always, throughout the year	
	World Travel Trends Report	until November 2015	
	Gay & Lesbian Travel (LGBT)	until February 2016	
	CSR	until January 2016	
Buyers	ITB Buyers Circle	18.12.2015	
General Public	ITB Grand Finale	until January 2016	
	ITB Travel Raffle	15.01.2016	
all visitors	ITB Berlin Partner Country	as soon as possible	
Press / Media	Media Center	until the beginning of February	Capital Services GmbH www.itb-berlin.com/sponsoring Ms Lilith Strebl-Schneider strebl-schneider@mb-capital-services.de

Further possibilities:	What for:	Deadline:	More information:
Correspondence sticker with booth and hall number	in your invitation mail	until end of January	druckerei@eppler-buntdruck.de
Your advertising campaign with ITB Berlin logo or ITB Berlin Banner incl. hall and booth number	in your disclaimer, in your social media channels, on your website	until begin of trade show	www.itb-berlin.com/logos www.itb-berlin.com/sponsoring
ITB Berlin ticket vouchers for customers (no charge for unused vouchers) in invitation campaigns	send visitor invitation with answer sheet per letter, fax or mail to customer, search in your database for inactive customers, highlight hall and booth number	01.02.2016	www.itb-berlin.com/webshop kartenservice@mb-capital-services.de
Exhibitor-Entry in online catalogue Virtual Market Place® (also for co-exhibitors)	Check and complete, book an upgrade for additional content: i.e. New: Digital Press Box. Respond to contact and meeting requests.	throughout the year	www.virtualmarket.itb-berlin.com Virtual Market Place® – Editorial Team Tel: +49 (0)30 3038 2180 Fax: +49 (0)30 3038 2172 editorial@virtualmarket.itb-berlin.de
Register contact person in Press Guide	send up to three free contact persons for journalists and bloggers	20.01.2016	www.itb-berlin.com/exhibitorspr Mrs Astrid Zand zand@messe-berlin.de
Send press releases and press invitations		until end of January	
Book press pigeon-holes and prepare press folders	online booking of pigeon-holes from November	15.02.2016	
Hand in booth activities and events for the ITB weekend	free application of your action through our online and offline channels	15.01.2016	www.itb-berlin.de/publikum Ms Christina Freier freier@messe-berlin.de
Publish events in the ITB Berlin event program	publish your booth event for free in our event database. Tick in the event application.	15.01.2016	www.itb-berlin.com/webshop Ms Gianna Nemitz nemitz@messe-berlin.de
Contact other participants at ITB Networking	establish profile, contact exhibitor and networker, plan ITB Berlin round tour with trade show planner	until beginning of trade show	www.itb-berlin.de/networking
Pre- order advertising materials and give- aways	special and authentic advertising materials generate a positive bond to the company. Think of the ecologic footprint of the materials during the planning.		
Index for tourism companies	use for research and establishing contacts (trade associations, specialist printers, trade portals and tourism organizations)		www.itb-berlin.com/exhibitor
Tour operators	active establishing of contacts with suggestions for appointments. For this purpose, use the ITB Berlin company index of german tour operators		www.itb-berlin.com/exhibitor