



ITB
BERLIN

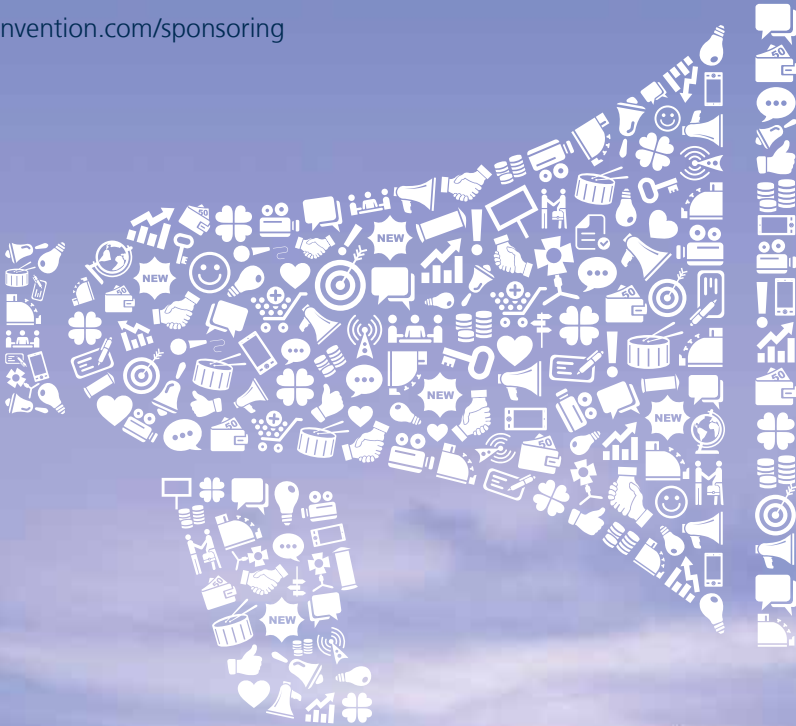
The Leading
Travel Industry
Think Tank
CONVENTION

SET YOUR COURSE FOR THE LEAD

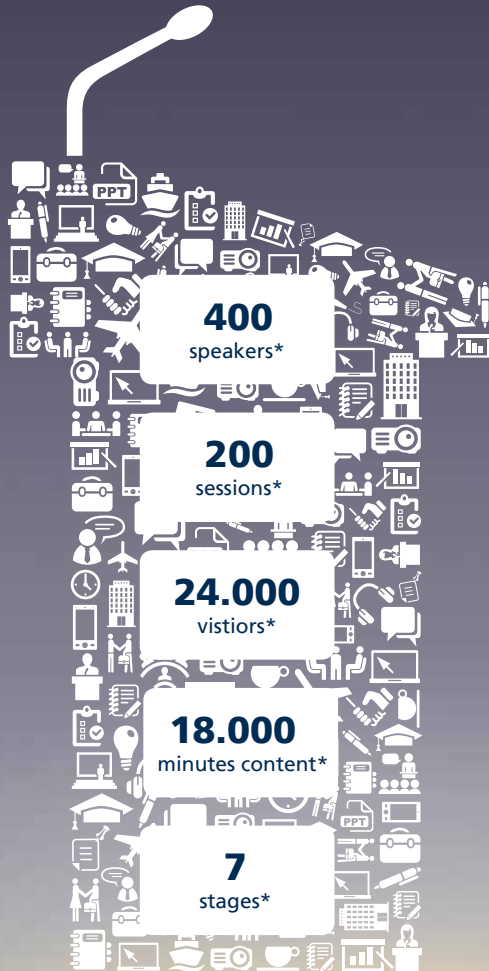
Be a sponsor of the
ITB Berlin Convention

4 - 7 March 2020

itb-convention.com/sponsoring



THIS IS THE ITB BERLIN CONVENTION. THESE ARE THE FACTS.

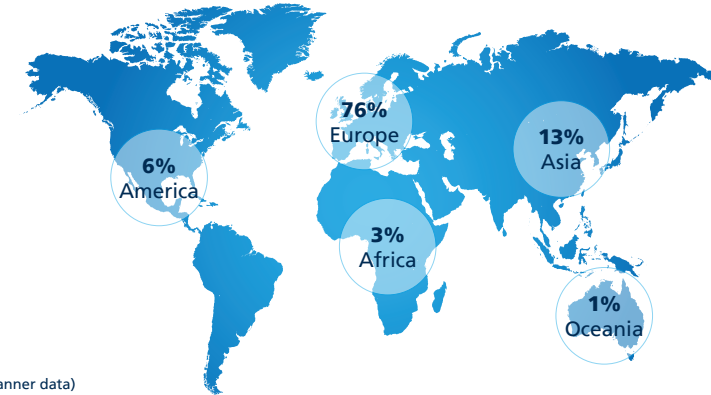


*Numbers from ITB Berlin Convention 2019

Visitor Origin

Germany 46%
Other Country 54%

The following percentages are based on foreign visitors.



(Source: Scanner data)

Position

	Total	Germany	Other European countries	Non-European countries
Director/ manager	35%	28%	36%	58%
Decision-maker on purchasing (product manager, purchaser)	10%	11%	9%	7%
Other employee	26%	27%	26%	24%
Student/ apprentice	17%	21%	18%	1%
Not specified	12%	13%	11%	9%

45% of the visitors hold decision-making positions. Among visitors of other non-European countries, the share amounts to 65%.

Media exposure and media impact

4.800 journalists from 81 countries
(national: 3.455, international: 1.345)

242 press articles throughout Germany
→ Reach: 11.4 m

520 bloggers from 34 countries
(national: 296, international: 184)

1.218 international press articles
→ Reach: 180 m

1.469 press articles in total
→ Reach: 191.4 m

(Source: Meltwater & Argus)

SPONSORING PACKAGES 2020 - YOUR BENEFITS

	CO-HOST*	PLATINUM	GOLD	SILVER	BRONZE	REACH
	Co-host of the entire convention	Co-organizer of one day	Sponsor of one day	Sponsor of one session	Basic sponsor	
ONLINE						
Sponsor's logo on the ITB Berlin Convention Website	x	x	x	x	x	> 500,000 page impressions p. a.
Sponsor's logo on the ITB Berlin Website	x	x	x	x	x	> 2,000,000 page impressions p. a.
Sponsor's logo in the program leaflet (PDF, online)	x	x	x	x	x	> 15,000
Mentioning of sponsor in the ITB Berlin Trade Visitor Newsletter	x	x (for the corresponding day, logo only)	x (for the corresponding day, logo only)			> 13,500 subscribers
Mentioning of sponsor on social media (Facebook, Twitter, XING, LinkedIn)	x	x				Facebook: > 55,700 fans, Twitter: > 28,700 follower, XING: > 1,000 members, LinkedIn: > 3,800 members
Banner in the ITB Berlin Trade Visitor Newsletter	x	x				> 13,500 subscribers
Mentioning of sponsor or logo in customized mailings	x	x				varies
Company profile on the ITB Berlin Convention Website	x	x				> 500,000 page impressions p. a.
Mentioning of sponsor in the ITB Berlin Exhibitor Newsletter	x					> 9,000 subscribers
PRINT						
Sponsor's logo in the program leaflet (print)	x	x	x	x	x	> 15,000
Mentioning of sponsor or logo in additional print media	x	x	x			10,000 – 80,000

***NEW:** Increase your visibility even more and put your brand into the eyes of the tourism industry. Be our exclusive ITB Berlin Convention Wifi sponsor! You get to choose the network name and password and can help us design the landing page. Sponsoring fee is 6,000.00 EUR. This add-on is only available for our Co-host package.

	CO-HOST	PLATINUM	GOLD	SILVER	BRONZE	REACH
	Co-host of the entire convention	Co-organizer of one day	Sponsor of one day	Sponsor of one session	Basic sponsor	
CONVENTION / ON-SITE						
Sponsor's logo on the program walls in the convention area	x	x	x	x	x	> 24,000
Sponsor's logo on the program walls throughout the entire exhibition grounds	x	x	x	x	x	> 170,000
Sponsor's logo on the podium screen	x (all days in all auditoriums)	x (for the corresponding day / auditoriums)	x (for the corresponding day / auditoriums)	x (for the corresponding session)		150 – 24,000
Mentioning of sponsor through our emcees	x	x	x	x		150 – 5,000
Distribution of giveaways or advertising material in the auditorium	x (all days in all auditoriums)	x (for the corresponding day / auditoriums)	x (for the corresponding day / auditoriums)			1,000 – 24,000
Advertising slots during the convention breaks (video clip, 1 minute)	x (all days in all auditoriums)	x (for the corresponding day / auditoriums)	x (for the corresponding day / auditoriums)			150 – 24,000
Sponsor's logo on stage banners/screens in auditoriums	x (all days in all auditoriums)	x (for the corresponding day / auditoriums)				1,000 – 24,000
Co-organizing a prominent convention session ²	x (2 slots)	x (1 slots)				150 - 800
Addressing the auditorium during prime time (opening of the ITB Berlin Convention)	x					ca. 500
PRESS						
Mentioning of sponsor in press releases	x	x	x			> 11,000 journalists
SPONSORING FEE	40,000.00 €	20,000.00 €	10,000.00 €	5,000.00 €	2,500.00 €	

¹ The ITB Berlin Convention 2019 had around 24,000 convention visitors and 3,000 live stream visitors. The ITB Berlin 2019 counted 113,500 trade visitors.

² The content will be determined together with the ITB Berlin Convention team.

MAXIMIZING YOUR VISIBILITY IS OUR MOTIVATION.



Prominently positioned: your sponsor logo on the ITB Berlin Convention Website

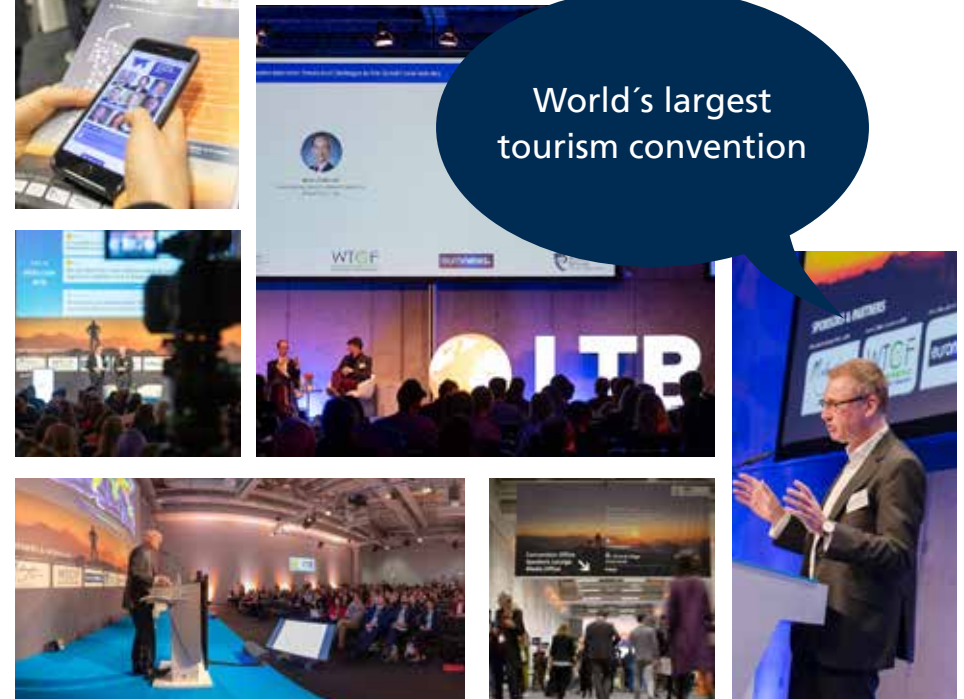
Convention takes place for the 17th time in 2020



World's largest tourism convention



Eye catching: your sponsor logo on the program walls in the convention area



IT STARTS WITH OUR IDEA AND ENDS WITH YOUR SUCCESS.



**Enhance your company's visibility
in the global tourism industry!**



**Set yourself apart from
the competition!**



Strengthen your customer loyalty!

LEAD THE MARKET. WITH ITB AS YOUR PARTNER.



We would be happy to develop a customized sponsoring package for your company.
Please contact us:

ITB Berlin Convention Office

Alexandra Saless
Tel. +49 2241 33 40 82
Email: alexandra.saless@multivisio.de

ITB Berlin Sponsoring

Inga Schmid
T. + 49 30 30 38 21 46
Email: inga.schmid@messe-berlin.de

