

SET YOUR COURSE FOR THE LEAD.

ITB Berlin Media Data



ITB
BERLIN

The World's
Leading
Travel Trade
Show*



- ✓ ITB Berlin App
- ✓ ITB Berlin Virtual Market Place
- ✓ ITB Berlin Trade Visitor Newsletter
- ✓ ITB Berlin website

Online Marketing Team

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🔗 [Terms and Conditions](#)

Valid: 11/01/2018 – 11/30/2019

ITB Berlin 2019 – Online Advertisement in all digital channels

 Messe Berlin

MORE VISIBILITY WITH THE DIGITAL MEDIA CONCEPT OF ITB BERLIN 2019

The media concept of ITB Berlin 2019



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THE MEDIA CONCEPT OF ITB BERLIN 2019

Benefit from more visibility with the ITB Berlin 2019 digital media



- ✓ Centralized support for your exhibitor entries on the Virtual Market Place® and in the ITB Berlin App from the Editorial Team of the Virtual Market Place®
- ✓ Simplified booking of all additional digital media services in the online shop of the Virtual Market Place®
- ✓ Combined advertising packages assure maximum visibility for your company throughout all digital ITB Berlin channels:
 1. ITB Berlin App
 2. ITB Berlin Virtual Market Place
 3. ITB Berlin Trade Visitor Newsletter
 4. ITB Berlin website

1. PROMOTION PACKAGE 2019

The following **media services** are already included in your stand registration:

ITB Berlin Virtual Market Place & ITB Berlin App	
Main exhibitor	Co-exhibitor
<ul style="list-style-type: none"> ✓ Basic entry (company name, adress, hall and stand number) ✓ Email address ✓ Phone and fax ✓ Company profile (up to 4,000 characters) ✓ Company logo ✓ Link to company website ✓ Link to video ✓ 5 entries in the branch index ✓ Contact person with photo and contact details ✓ Presentation of up to 4 products with text, photo and link (up to 4,000 characters., 1 picture, 1 link) ✓ Link to social media profiles (e.g. Facebook, Twitter, etc.) 	<ul style="list-style-type: none"> ✓ Basic entry (company name, address, hall and stand number) ✓ Email address ✓ Company logo ✓ 1 entry in the branch index ✓ Contact person with photo and contact details
ITB Berlin Quickfinder	
Main exhibitor & Co-exhibitor	
<ul style="list-style-type: none"> ✓ Company name ✓ Hall and stand number 	

2019
All content from your entry on the Virtual Market Place® will be displayed in the app for free.

2. UPGRADES FOR YOUR EXHIBITOR ENTRY

On the ITB Berlin Virtual Market Place, ITB Berlin website & in the ITB Berlin App

<p>Main Exhibitor Upgrade 620€</p> <p>ITB Berlin Virtual Market Place & App</p> <ul style="list-style-type: none"> + Company profile (up to 4,000 characters) + Phone and fax + Link to company website + Link to video + 4 entries in the branch index + Presentation of up to 4 products with text, photo and link (up to 4,000 characters in German and English, 1 product picture, 1 link) + Link to social media profile (e.g. Facebook, Twitter etc.) 	<p>Digital Press Box 200€</p> <p>ITB Berlin Virtual Market Place & App</p> <ul style="list-style-type: none"> + Up to 4 press releases (up to 6,000 characters each) in German and English + 1 picture for each press release + 2 links & downloads 	<p>Additional Entries</p> <p>ITB Berlin Virtual Market Place & App</p> <ul style="list-style-type: none"> + 1 additional entry in the branch index 35€ per entry + 1 product 30€ per product + 4,000 characters + 1 product picture
	<p>Product – Novelty * 50€</p> <p>ITB Berlin Virtual Market Place & App</p> <ul style="list-style-type: none"> + Labeling product as “new” + Inclusion to the novelty list 	<p>Combined Logo Package ** Limited! 850€</p> <ul style="list-style-type: none"> + Logo in the logo carousel on the download page for the ITB Berlin App – linked to your homepage + Logo in the logo carousel on the homepage of the Virtual Market Place® – link to your company entry on the Virtual Market Place® included

* Requirement for co-exhibitors is the booking of a product upgrade or the main exhibitor upgrade.

** Only 7 spots available.

3. SPONSORING PACKAGES FOR ALL DIGITAL MEDIA

ITB Berlin website, ITB Berlin App, ITB Berlin Trade Visitor Newsletter and ITB Berlin Social Media

Each package can only be booked once!

<p style="text-align: center;">Bronze</p> <ul style="list-style-type: none"> + Top banner on the app download page of the ITB Berlin website – link to your company website included + Image banner in the "branch" section – link to your company entry in the app included + 1 additional entry in the branch index and 1 additional product 	<p style="text-align: center;">Exclusive! 7,900 €</p>	<p style="text-align: center;">Silver</p> <ul style="list-style-type: none"> + Image banner in the "exhibitor" section of the app with link to your company entry in the app + Banner in the ITB Berlin Trade Visitor Newsletter in the section "ITB Berlin App" + Combined Logo Package + 1 Facebook post about the app – logo and link to your company website included + 1 additional entry in the branch index and 1 additional product 	<p style="text-align: center;">Exclusive! 8,400 €</p>	<p style="text-align: center;">Gold</p> <ul style="list-style-type: none"> + Exclusive pop up banner on the app home-page – linked to your company entry in the app + Combined Logo Package + Mention as sponsor in connection with the QR code of the ITB Berlin App at the entrances of the exhibiton grounds, on the site maps and all hall overviews + Mention as sponsor for the launch of the ITB Berlin App on Facebook including your logo and link to your company website + Twitter post about the app including a link to your website + Mention as sponsor in connection with the ITB Berlin App in the Trade Visitor Newsletter + Digital press box + 1 additional entry in the branch index and 1 additional product 	<p style="text-align: center;">Exclusive! 12,500 €</p>
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4. BANNER ADVERTISMENT IN ALL DIGITAL MEDIA SERVICES

4.1 BANNER AD IN THE ITB BERLIN APP

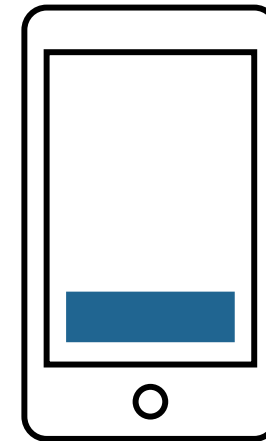
Image or Video Banner *

- + Exclusive floating image or video banner on selected subpages (e.g. congress program, branches, visitor informations etc.) – linked to your company entry

**Image Banner
2,000 €**

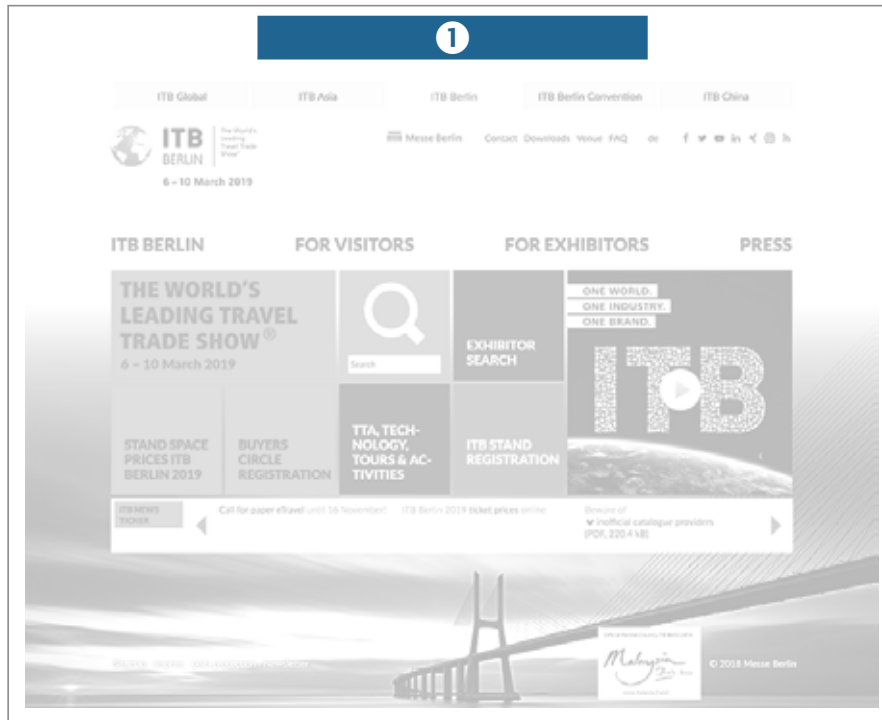
**Video Banner
3,000 €**

* Each subpage is bookable twice.



Floating image or video banner on the app subpages

4.2 BANNER AD ON THE ITB BERLIN HOMEPAGE



Benefits from advertising on the ITB Berlin homepage:

- ✓ Increase your visibility through the placement on the start page for all ITB Berlin visitors
- ✓ Reach your targeted customers of interest
- ✓ Benefit from 1 million visitors a year on the ITB Berlin website

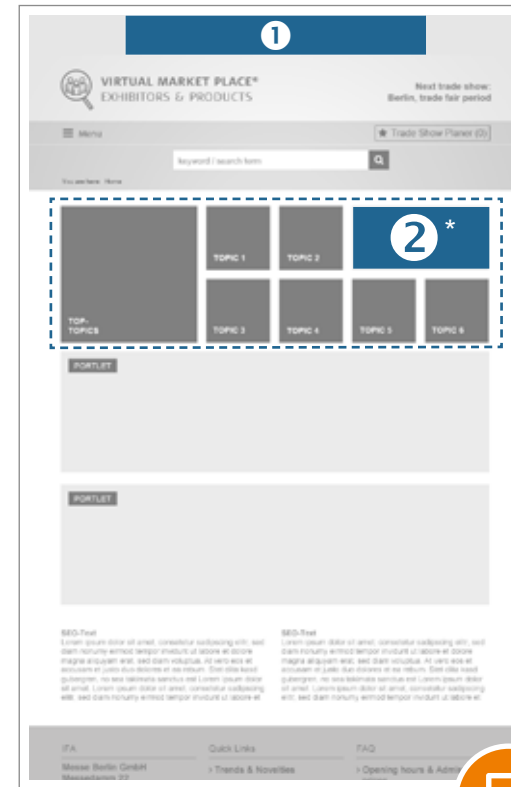
Position	Dimensions (px)	File size	File type	Price / week
1 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	1,600 €

The ad sections rotate up to five customers per advertising space. Bookable from 02/04/2019–03/15/2019.

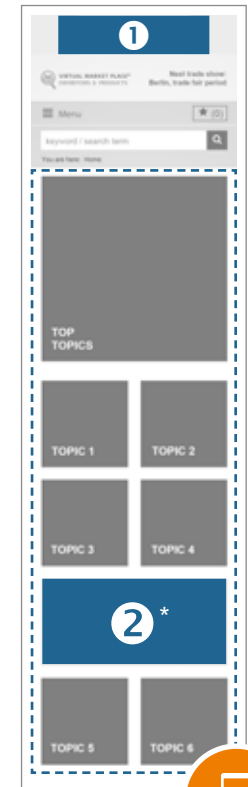
4.3 BANNER AD ON THE VIRTUAL MARKET PLACE® HOMEPAGE



Desktop



Tablet



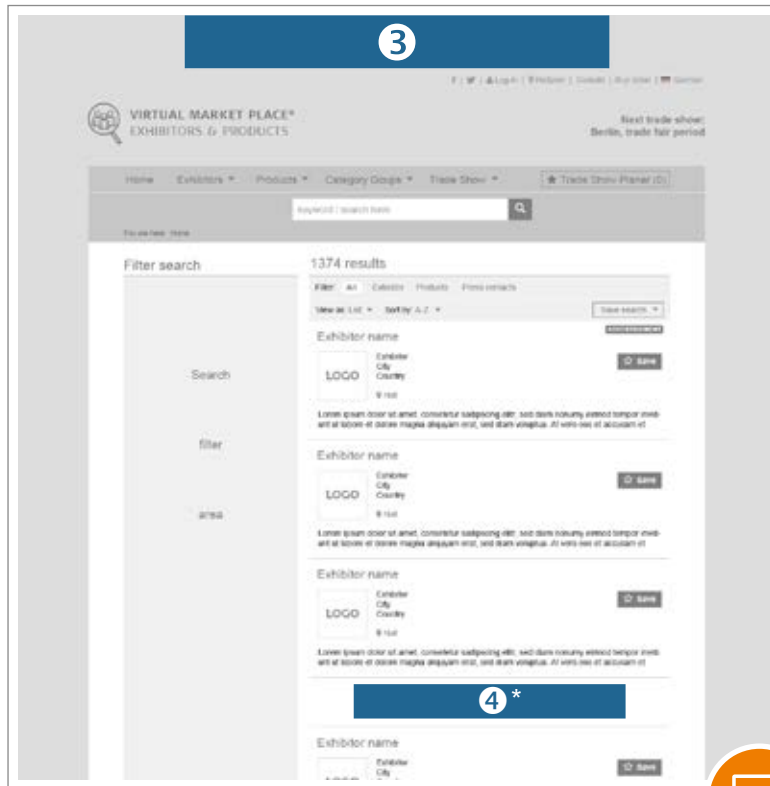
Smartphone

Position	Dimensions (px)	File size	File type	Price
1 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	2,900 €
2* Content Ad	300 x 140	max. 40 kB	jpg, png or gif	2,900 €

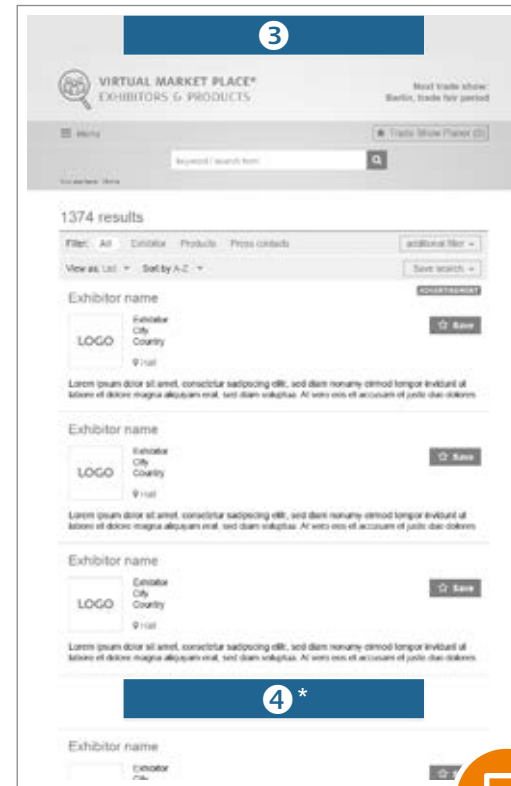
The ad sections rotate up to five customers per advertising space. Valid from 12/01/2018 – 11/30/2019.

* The banner position 2 (Content Ad) is located within the marked area. Messe Berlin reserves the right to change the exact position and size of the advertising space.

4.4 BANNER AD ON THE VIRTUAL MARKET PLACE® SEARCH RESULT PAGE



Desktop



Tablet



Smartphone

Position	Dimensions (px)	File size	File type	Price
3 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	2,400 €
4 * Content Ad	468 x 60 (Desktop + Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png or gif	1,800 €

The ad sections rotate up to five customers per advertising space. Valid from 12/01/2018 – 11/30/2019.

* Positioned after the third search result.

4.5 BANNER AD IN THE ITB BERLIN TRADE VISITOR NEWSLETTER

- ✓ Regularly sent to approx. 10,000 subscribers with qualified addresses
- ✓ Personalized newsletter: Subscribers choose their product groups of interest and receive corresponding product informations
- ✓ Recipients are trade visitors and journalists

ITB Berlin Trade Visitor Newsletter	
Subscribers (German + English)	approx. 10,000
Price	1,200€
Banner dimensions	580 x 60 px

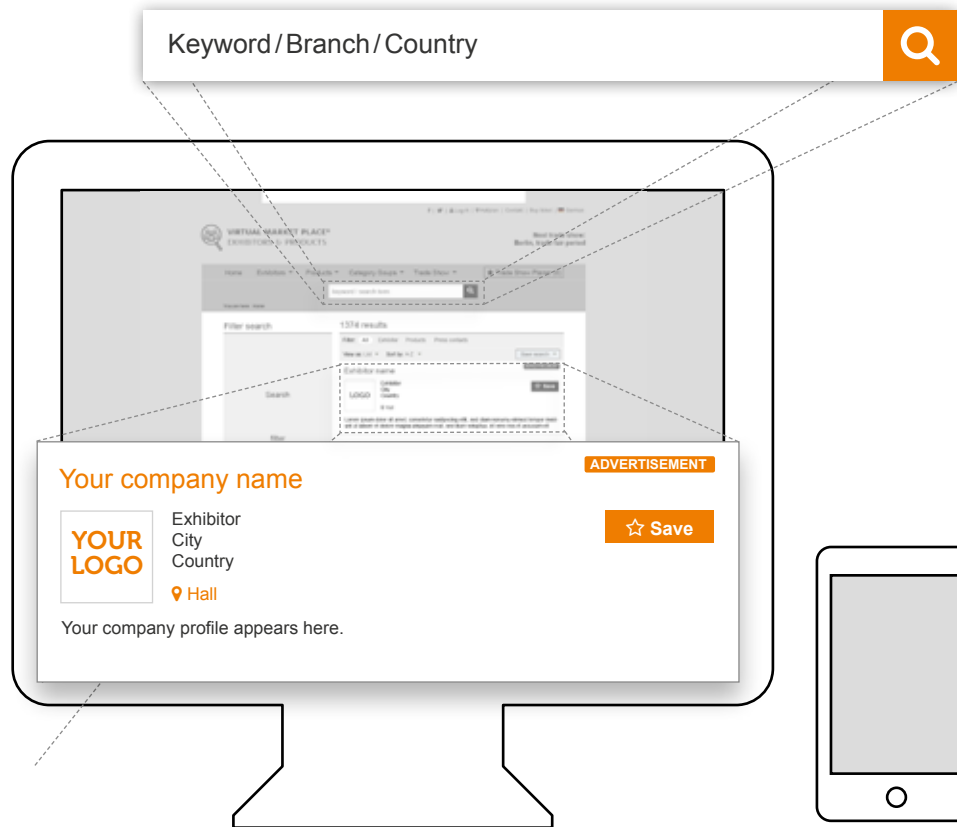


ITB Berlin Trade Visitor Newsletter



5. TOP RANKING ON THE SEARCH RESULT PAGE

AdKeywords* on the Virtual Market Place® & in the ITB Berlin App



The majority of your potential customers use the search field to find products and services. By booking an AdKeyword you will make sure your company appears at the top of the search results for this keyword.

- ✓ Secure your top listing
- ✓ Guide more visitors to your online profile
- ✓ Be visible on all devices by ranking first in the search results
- ✓ Benefit from absolut **exclusivity:**
Each keyword is assigned only once for the price of 499€

Contact us
for a personal
consultation and an
individual offer

* Keyword assigned to your company for top position ranking in the search results.