

Sponsoring Options ITB Berlin Convention 2018¹⁾

	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 (PDF, online)	x (on title page)	x (on title page)	x	x	x	> 15,000
Mentioning of sponsor in the ITB Berlin Trade Visitor Newsletter	x	x (for the corresponding day)	x (for the corresponding day)	x (for the corresponding session)		> 28,500 subscribers
Mentioning of sponsor in the ITB Berlin Exhibitor Newsletter	x	x (for the corresponding day)	x (for the corresponding day)	x (for the corresponding session)		> 9,000 subscribers
Banner in the ITB Berlin Trade Visitor Newsletter	x	x	x			> 28,500 subscribers
Mentioning of sponsor on social media (Facebook, Twitter, XING, LinkedIn)	x	x	x			Facebook: > 42,500 fans, Twitter: > 25,200 follower, XING: > 1,000 members, LinkedIn: > 2,100 members
Mentioning of sponsor and/or logo in customized mailings	x	x				varies
Company profile on the ITB Berlin Convention Website	x	x				> 500,000 page impressions p. a.
Greeting message in the program booklet (on the first page, PDF, online)	x					> 15,000
PRINT						
Sponsor's logo in the program (print)	x (on title page)	x (on title page)	x	x	x	> 15,000
Mentioning of sponsor in additional print media	x	x	x			10,000 – 80,000
Greeting message in the program booklet (on the first page, print)	x					> 15,000

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CONVENTION/ON-SITE						
Sponsor's logo on the program walls in the convention area	X	X	X	X	X	> 28,000
Sponsor's logo on the program walls throughout the entire exhibition grounds	X	X	X	X	X	> 180,000
Sponsor's logo on the podium screen	X (all days in all auditoriums)	X (for the corresponding day/auditorium)	X (for the corresponding day/auditorium)	X (for the corresponding session)		150 – 28,000
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/auditorium)	X (for the corresponding day/auditorium)			1.000 – 28,000
Moderation of a panel discussion or an interview	X	X	X			150 - 500
Advertising slots during the convention breaks (video clip, 1 minute)	X (all days in all auditoriums)	X (for the corresponding day/auditorium)	X (once for the corresponding day/auditorium)			150 – 28,000
Sponsor's logo on stage banners in auditoriums	X (all days in all auditoriums)	X (for the corresponding day/auditorium)				1.000 – 28,000
Co-organizing a prominent convention session ²	X (2 slots)	X (1 slot)				150 - 500
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 had 28,000 convention visitors and 5,000 live stream visitors in 2017. The ITB Berlin 2017 counted 109,000 trade visitors.

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

***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.

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

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