

# Sponsoring Options ITB Berlin Convention 2019<sup>1)</sup>

	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	
<b>ONLINE</b>						
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, logo only)	x (for the corresponding day, logo only)			> 7,000 subscribers
Mentioning of sponsor on social media (Facebook, Twitter, XING, LinkedIn)	x	x	x			Facebook: > 46,500 fans, Twitter: > 27,100 follower, XING: > 1,000 members, LinkedIn: > 3,200 members
Banner in the ITB Berlin Trade Visitor Newsletter	x	x				> 7,000 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
Greeting message in the program booklet (on the first page, PDF, online)	x					> 15,000
<b>PRINT</b>						
Sponsor's logo in the program (print)	x (on title page)	x (on title page)	x	x	x	> 15,000
Mentioning of sponsor or logo 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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<b>CONVENTION/ON-SITE</b>						
Sponsor's logo on the program walls in the convention area	X	X	X	X	X	> 20,000
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/auditorium)	X (for the corresponding day/auditorium)	X (for the corresponding session)		150 – 20,000
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 – 20,000
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 – 20,000
Sponsor's logo on stage banners in auditoriums	X (all days in all auditoriums)	X (for the corresponding day/auditorium)				1,000 – 20,000
Co-organizing a prominent convention session <sup>2</sup>	X (2 slots)	X (1 slot)				150 - 800
Addressing the auditorium during prime time (opening of the ITB Berlin Convention)	X					ca. 500
<b>PRESS</b>						
Mentioning of sponsor in press releases	X	X	X			> 11,000 journalists
<b>Sponsoring fee</b>	<b>40,000.00 €</b>	<b>20,000.00 €</b>	<b>10,000.00 €</b>	<b>5,000.00 €</b>	<b>2,500.00 €</b>	

<sup>1)</sup> The ITB Berlin Convention 2018 had around 20,000 convention visitors and 5,000 live stream visitors. The ITB Berlin 2018 counted 110,000 trade visitors.

<sup>2)</sup> 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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