



## ITB BERLIN 2011 PRESS SERVICE

Dear ITB Berlin Exhibitor,

trade fairs need press coverage. To ensure that your display at the ITB Berlin achieves maximum impact outside the exhibition halls too you should keep all the important media, such as business publications and the daily press, trade and general interest magazines, up to date with details about your participation in the world's largest tourism trade fair.

We suggest sending out targeted press releases well in advance of the fair. Because of the long lead times the trade press in particular needs to be supplied with information well in advance. Make sure that the copy you send each medium is suitable for its particular needs. What the business media require above all are hard facts to use in their reports about companies and individual business sectors, while general interest publications should also be provided with lifestyle information and details about changing trends.

We will be glad to assist you in planning and carrying out your press work.

Our press team, serving you at the ITB Berlin 2011:

Astrid Ehring Press Officer	Phone: +49(0)30 / 3038-2275	Email: ehring@messe-berlin.de
Teodora Vasileva Press Assistant	Phone: +49(0)30 / 3038-2266	Email: vasileva@messe-berlin.de

If you require assistance with distributing your press releases, you may wish to make use of the press service from our partners at news aktuell: press releases are distributed to current affairs media and specialist correspondents via the Deutsche Presse-Agentur (dpa) network. Atkon TV-Service offers full service in every aspect of the moving picture: They broker your issues, footage, and completed segments to TV broadcast stations and -journalists.

Please use the accompanying order form to obtain more information.

Two versions of the ITB Berlin press calendar are available: online at our website (under Events) and also in a printed version, which will be updated daily and can be obtained from our Press Centre. Please supply us with the name of your contact person as well as the relevant dates and times of interest to the press well in advance. If you are planning to hold your own press conference, we can arrange rooms, all the necessary technical facilities and interpreters too.

**Your contact for the press calendar and press conferences:**

<b>Gianna Nemitz</b>	<b>Phone:</b> <b>+49(0)30 / 3038-2123</b>	<b>Email:</b> <b>itb-roombooking@messe-berlin.de</b>
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**Your catering contact** (for press conferences on the Exhibition Grounds):

<b>Jan Müller-Selig</b>	<b>Capital Catering GmbH</b>	<b>Phone</b> <b>+49(0)30 / 3038-2901</b>
		<b>Fax</b> <b>+49(0)30 / 3038-1998</b>

**As in previous years, at the ITB Berlin the Media Centre will be in Hall 5.3 and 6.3.**

As usual, during the ITB Berlin you can rent a **press pigeonhole** here for your press documents and photographs. The benefits: this will also enable you to reach those press representatives who have not called at your stand. Please use the online **form** to reserve a press pigeonhole: [http://www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.itb-berlin/englisch/Media\\_Centre/Pressfolder/index.jsp](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.itb-berlin/englisch/Media_Centre/Pressfolder/index.jsp)

The number of press releases you can place in your press pigeonhole at any one time is always limited to 500, and press kits are restricted to a maximum of 200. If all your press material is used up before the end of the fair you can always re-stock.

At the ITB BERLIN 2011 a total charge of 190 euros (159,66 euros net plus statutory value-added tax) for each of these pigeonholes will be levied to defray expenses.

**Press Guide ITB Berlin 2011**

The ITB Berlin Press Guide is intended to assist journalists in making contact with all the exhibitors. It contains the names and other details about your media contacts at the fair. It will be available online and in the Media Center in hall 6.3. Entries in the Press Guide are free for all exhibitors at ITB Berlin. You can submit up to three contracts. Please ensure that you include all necessary details when completing this form. Please submit your entry by 11 February 2011:

[http://www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.itb-berlin/englisch/Media\\_Centre/Pressguide/index.jsp](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.itb-berlin/englisch/Media_Centre/Pressguide/index.jsp)

We hope that you will enjoy a good media response at the ITB Berlin.

**Your  
ITB Berlin Press Team**

Handwritten signature of Astrid Ehring in black ink.

**Astrid Ehring  
Press Officer**

Handwritten signature of Teodora Vasileva in black ink.

**Teodora Vasileva  
Press Assistant**