

ITB Berlin 2011 Timeline for Exhibitors

9–13 March 2011, www.itb-berlin.com



	recommended Date	To Do	More information	done ✓
September 2010	1 September	Submit your stand registration	www.itb-berlin.com/application	
	1 September	Book a room for press conferences / seminars / presentations	itb-roombooking@messe-berlin.de	
	from September	Seek information on sponsorship and advertising opportunities	advertising@messe-berlin.de	
	from September	Enter a contact person in press guide	Advertising Service Manual**	
	from September	Book your press pigeonhole and prepare your press kit	Advertising Service Manual**	
October–December 2010	29 October	Make your travel bookings (flight and hotel reservations)	www.itb-berlin.com/travel	
	6 December	Send in your construction details for official approval	itb@messe-berlin.de	
	15 December	Register your co-exhibitors using paragraph III of the stand application	www.itb-berlin.com/application	
	15 December	Update your exhibitor's entry in the ITB Berlin Virtual Market Place	www.virtualmarket.itb-berlin.com	
	31 December	Apply for your visa if necessary	itb@messe-berlin.de	
January 2011	31 December	Register at ITB Networking directory to contact other participants	www.itb-berlin.com/networking	
	14 January	Upgrade your co-exhibitors' company entries on the ITB Berlin Virtual Market Place	www.virtualmarket.itb-berlin.com	
	14 January	Book additional entries (e.g. product entries) in the ITB Berlin catalogue	www.itb-catalogue.com	
	14 January	Send us information on your highlights for the public days (ITB Berlin weekend)	itb@messe-berlin.de	
	14 January	Register your show events for the Event Calendar	Exhibitor Service Manual*	
	from 14 January	Check ITB Berlin Convention Program	www.itb-convention.com	
	from 14 January	Check ITB Berlin Event Calendar	www.itb-berlin.com/events	
	21 January	Book adverts in the official ITB Berlin catalogue	Advertising Service Manual**	
	21 January	Order parking and/or container space	Exhibitor Service Manual*	
	28 January	Order electrical, water, compressed air and gas installation	Exhibitor Service Manual*	
February 2011	28 January	Order additional exhibitor passes	www.itb-berlin.com/tickets	
	1 February	Order ITB Berlin collaterals	Advertising Service Manual**	
	1 February	Send visitor invitations to your customers		
	1 February	Organize transport of show materials	Exhibitor Service Manual*	
	1 February	Contract an insurance for exhibits	Exhibitor Service Manual*	
	4 February	Planning, implementation, and controlling of direct marketing activities	Advertising Service Manual**	
	9 February	Send press invitation and press releases		
	9 February	Send in your declaration of Waste Disposal	Exhibitor Service Manual*	
	9 February	Order Telecommunication and Network Equipment	Exhibitor Service Manual*	
	9 February	Hire a stand system if needed	Exhibitor Service Manual*	
	15 February	Check that invoice for space rental and promotion package as well as free exhibitor vouchers have been received		
	17 February	Order show vouchers for your clients	Advertising Service Manual**	
	23 February	Order standard partitions and painting for stands	Exhibitor Service Manual*	
	23 February	Hire equipment for your stand (furniture, office equipment)	Exhibitor Service Manual*	
	23 February	Order stand cleaning	Exhibitor Service Manual*	
	23 February	Order security cover for your stand	Exhibitor Service Manual*	
	23 February	Order your stand catering and/or catering staff	Exhibitor Service Manual*	
23 February	Hire host and/or staff for stand construction	Exhibitor Service Manual*		
28 February	Commencement of construction work			
March 2011	13 March at 6pm	Commencement of dismantling		
	17 March	Conclusion of dismantling		

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PR

Marketing

Organising

Travel

- * The Exhibitor Service Manual is available online at www.itb-berlin.com/servicecatalogue by mid-October.
** The Advertising Service Manual is available online at www.itb-berlin.com/advertising by mid-October.