

Advertising Opportunities ITB Berlin 2010

Indoor and Outdoor Advertising

As the last communication medium before entering the exhibition site or individual halls, eye-catching advertising spaces placed at high impact locations offer you an ideal way of attracting visitors. Extend your presence at the trade show and distinguish yourself clearly from your competitors.

We offer you striking in- and outdoor advertising spaces throughout the exhibition site, at entrances as well as at highly frequented points in the general vicinity of the trade show.



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Billboards motivate and mobilise...

Show your colour with creative layouts on posters, banners and flags at exclusive locations around the exhibition site.



Make initial visual contact with every visitor – be they trade visitors or passers-by: thousands of people will see your mega-banner everyday.

Get attention and be the eye-catcher at the main entrances in the North and South of Messe Berlin.



Mobile advertising spaces such as towers or showcases placed individually at highly frequented locations will get your message across efficiently and effectively.

*Let us put together an advertising package just for you.
Get through to potential customers with best positions and optimal advertising media.*

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Extract of our offers

<i>Advertising Space</i>	<i>Measurements (w x h)</i>	<i>Location/ Short Description</i>	<i>Package Price</i>
<i>Entrance North</i>			
Mega-Banner Hall 19	14.00 x 17.80 m	facade Hall 19 directly at the entrance	59,815.00 €
Advertising Tower, 2-sided Hall 18	3.70 x 5.25 m per side	in front of Hall 18	7,765.00 € for both sides
<i>Entrance South</i>			
5 Mega-Banners, 2-sided Entrance Hall South	4.00 x 6.00 m per banner	suspended decoration directly in the hall	8,980.00 € per banner
Branding Windows Entrance Hall	2.24 x 8.33 m per banner	4 window banners outside	20,781.00 € for 4 banners
<i>Messedamm – High Traffic Area</i>			
Mega-Banners ICC Bridge North and South	40.00 x 4.24 m per banner	Messedamm	33,820.00 € per banner
2 Mega-Displays Facade Hall 9	16.63 x 6.00 m per banner	facade Hall 9 facing Messedamm	17,782.00 € per display
<i>Specific Hall Areas</i>			
Banners Halls 1.2 to 6.2a in the Middle Foyers	2.00 x 2.00 m per banner	entrances and passages Halls 1.2 to 6.2a	1,541.00 € per banner
<i>Berlin Exhibition Site – Outdoor Areas</i>			
Mobile Poster Showcases, 2-sided	1.15 x 1.71 m per poster	various positions	e.g. 9,293.00 € for 5 showcases

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.
The indicated prices apply to the period of exhibition. Agency commissions will not be accorded.
Prices do not include graphic design/ layout of the advertising material.

The booking is subject to written confirmation by MB Capital Services GmbH.
The General Terms of Hire and Business for Advertising Space of MB Capital Services GmbH apply.

Sponsoring Opportunities ITB Berlin 2010

*Top-events ensure a maximum of publicity.
Make use of this distinctive potential. We care for your ideal performance.*

Create a memorable impression with your corporate logo printed for example on ballpoint pens or on all tickets. Be invariably visible to every visitor of ITB Berlin 2010!



Play a starring role and get yourself noticed!
Use your personal advertising medium – such as your lanyard or your bag – to reach your target group without losses due to non-selective advertising.

As international media event, ITB Berlin attracts more than 8,000 journalists from all over the world to the Media Centre located in the middle of the exhibition site. As sponsor of this international meeting point, you will benefit from an effective marketing tool with a worldwide and unique impact.



Next stop: ITB Berlin 2010!
Accompany the trade visitors with various branding and promotion campaigns in the official shuttle buses connecting numerous hotels throughout the whole city to the exhibition site. Bon voyage!

Contact

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