



ITB BERLIN 2008 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 2008:

Astrid Ehring
Press Officer

Phone:
+49(0)30 / 3038-2275

Email:
ehring@messe-berlin.de

Anne Sagmeister
Press Assistant

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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. Maximize your event investment with news exposure to international key audiences before, during and after the show with **business wire**. business wire builds custom trade show online media centers with exhibitor news releases and media kits related to the event as a quick and efficient resource for interested journalists, analysts, buyers and other key audiences. **Atkon TV-Service**, debuts as official tradeshow partner of the ITB Berlin in 2008, offering 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:

Margot
Dennenmoser

Phone:
+49(0)30 / 3038-2125

Email:
dennenmoser@messe-berlin.de

Your catering contact (for press conferences on the Exhibition Grounds):

Jan Müller-Selig

Capital Catering GmbH

Phone +49(0)30 / 3038-2901
Fax +49(0)30 / 3038-1998

As in previous years, at the ITB Berlin 2008 the **Media Centre** will be in Hall **5.3 and 6.3**.

As usual, during the ITB Berlin 2008 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 enclosed **form** to reserve a press pigeonhole.

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 2007 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.

We hope that you will enjoy a good media response at the ITB Berlin 2008.

Your
ITB Berlin Press Team



Astrid Ehring
Press Officer



Anne Sagmeister
Press Assistant