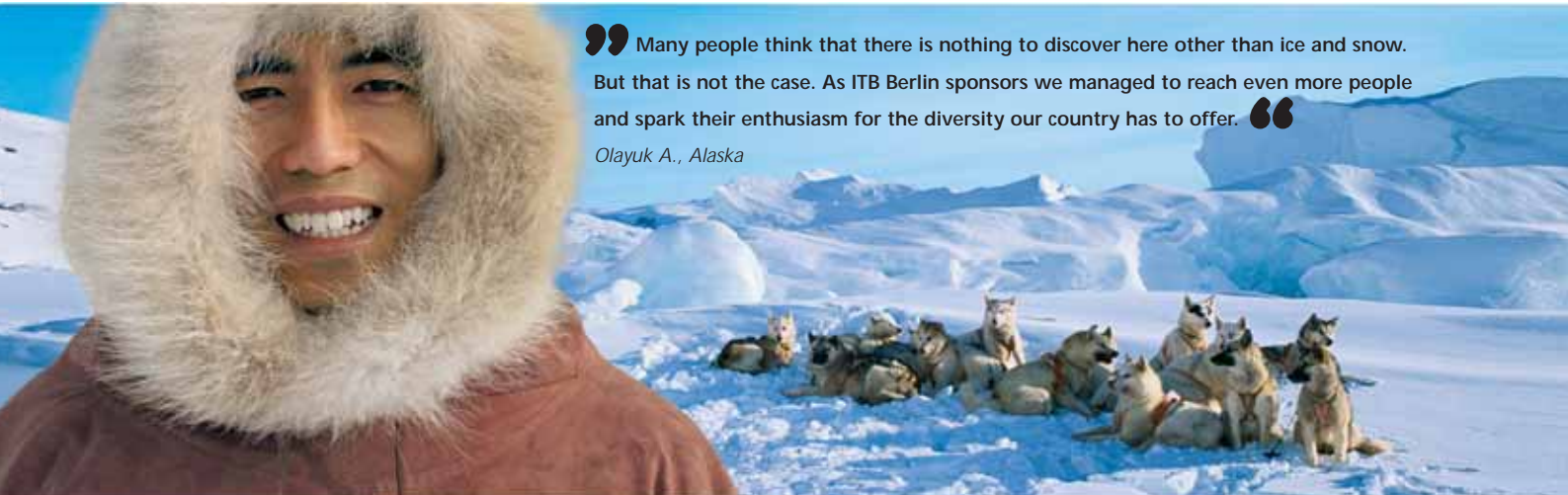


**Where sponsors  
reap the benefits.**



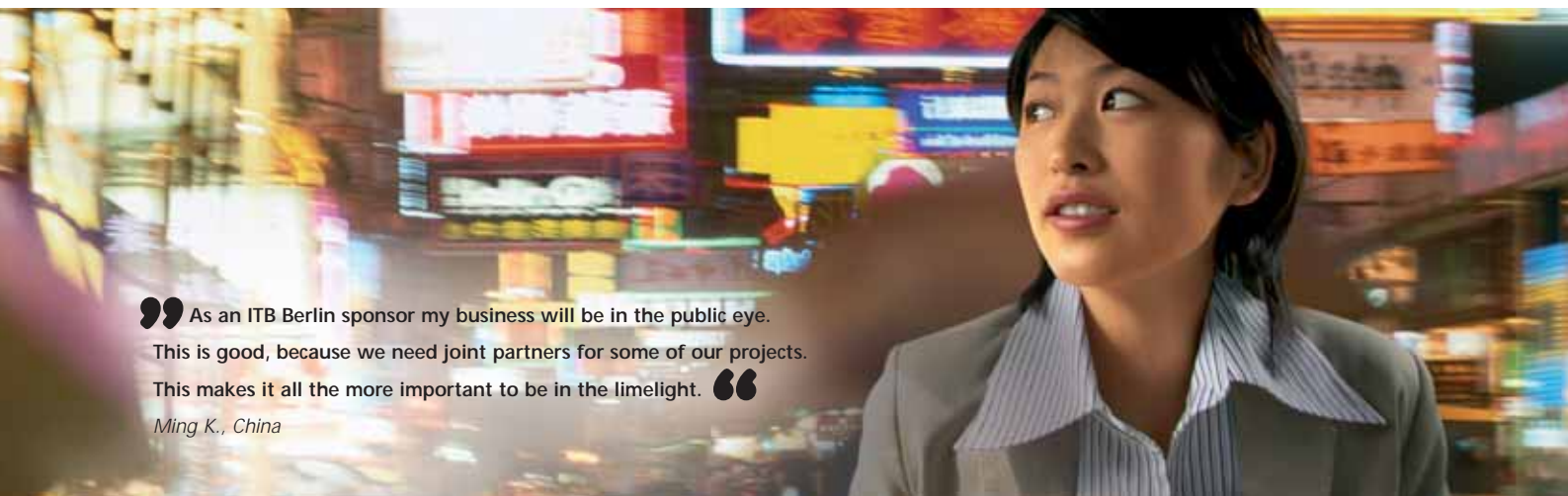
The World's Leading  
Travel Trade Show

[www.itb-berlin.com](http://www.itb-berlin.com)



“ Many people think that there is nothing to discover here other than ice and snow. But that is not the case. As ITB Berlin sponsors we managed to reach even more people and spark their enthusiasm for the diversity our country has to offer. ”

*Olayuk A., Alaska*



“ As an ITB Berlin sponsor my business will be in the public eye. This is good, because we need joint partners for some of our projects. This makes it all the more important to be in the limelight. ”

*Ming K., China*

# Attract international attention as an ITB Berlin sponsor!

ITB Berlin is the world's leading travel trade show. And as an ITB sponsor, you attract worldwide attention. The statistics confirm this: **175 press conferences, 92 expert forums and over 100 government ministries** from all over the world are represented at ITB Berlin. The ITB Berlin also attracts more than 8,000 journalists from 85 countries!

Each year, the print media publishes reports with a circulation of around 486 million. Over 1,000 reports are broadcast on television and radio including 447 segments with 630 minutes of airtime shown on German television. 1,032 minutes of broadcasts can be heard on German radio. In other words: **ITB Berlin attracts attention!**

This is clearly the case in the tourism industry. Not only our sponsors profit from the widespread interest in ITB Berlin. The benefits of this trade show are also reaped by over **10,000 exhibitors from 181 countries, 95,000 trade visitors, 7,000 congress participants and nearly 70,000 private-sector visitors.**

The sustained effect of ITB Berlin on exhibitors and trade visitors can be seen in the following survey results: **95% of exhibitors are pleased with their business results** and 92% indicated in advance that they plan to be back for the next ITB Berlin.

Becoming an ITB Berlin sponsor definitely pays off. For over 40 years, ITB Berlin has been a driving force in the worldwide travel industry. **Sponsors profit from the high level of media attention, are actively included in press campaigns and are an integral part of the event.** As an ITB Berlin sponsor, you belong to an exclusive circle. The precise selection of target groups practically eliminates media coverage waste.

The scope of your ITB Berlin sponsorship is entirely up to you. We offer solutions that are perfectly tailored to your needs. The sponsorship spectrum ranges from the official ITB Berlin partner country to sponsoring special event space in specific segments ranging from Travel

Technology, Business Travel and Adventure Travel, to Tourism for the Handicapped and Wellness.

Whatever you decide, as an ITB Berlin sponsor you are a part of a major event. According to the Frankfurter Allgemeine Zeitung, sales during the five days of ITB Berlin are estimated at €5 billion.

Take advantage of the positive image transfer of ITB Berlin, the world's leading travel trade show, for your own business and product placement. Reap the benefits of more business deals. **New business contacts are primarily made by those who belong to the select group of sponsors.**

**For further information: [www.itb-berlin.com](http://www.itb-berlin.com)**

# As a sponsor, you have a variety



ITB Berlin sponsors enjoy the privilege being recognized by an exclusive, travel-minded, international audience of specialists. Sponsorship packages can be tailored to your individual needs and concepts. For example:

## ITB Partner Country

The partner country receives the most attention from our target groups. It is represented on a variety of promotional materials on all trade show days and organizes the ITB Berlin opening ceremony.

## Events

Travel Agents' Day and the subsequent evening event offer numerous possibilities to effectively showcase your brand. Another trade show highlight that offers excellent opportunities is the Book World segment. As an ITB BookAwards partner, you can sponsor the special awards ceremony and the ITB BookAward Folder. What's more, during the prize contest for the general public, numerous travel prizes around the world are raffled off. This attracts the attention of private visitors and Berlin media before the trade fair opens!

## ITB Convention

The ITB Convention Market Trends & Innovations is one of the professional highlights at ITB Berlin. Prominent speakers representing key tourism markets from around the world present and discuss topics of future interest to the travel industry. In this context, you can present your company as a co-organizer, individual event sponsor, or as an ITB Business Travel Days or Travel Technology Convention partner.

## Locations

The VIP Business Lounge, the ITB Business Travel Café, and many other special locations offer space for your advertising. Sponsors are assigned advertising space in the convention area and other spots.

The Travel Technology Café is a central meeting point where trade

# of options!

1. Business Lounges: Prime meeting points for exhibitors and trade visitors 2. Prominent guests at the ITB opening ceremony: former Minister Otto Schily and Franz Beckenbauer 3.14. Examples of our special event areas 5. Lofty themes at the ITB Convention: Destination Space 6. Rocking out at travel agents' event Rock ITB 7. Official opening ceremony with Helena Papatriza, winner of the Eurovision Song Contest 2006 8. Goleo at the opening ceremony: Finale presented by the WM mascot 9. VIPs hosted by ITB partner country Greece: Minister Pali-Petralia presents a gift to Chancellor Angela Merkel 10.-13. Impressions from ITB Berlin



visitors and exhibitors hold discussions. Sponsors receive advertising space, for example, in the respective halls. Attention-getting presentations are also possible on special stages in the Adventure, Tourism for the Handicapped and Wellness areas.

### Advertising Space

ITB Berlin offers attractive indoor and outdoor advertising space throughout the exhibition grounds, in the surrounding area, and at key locations in the city. This lets you broaden your presence and stand out clearly from your competitors. Giant posters, flags or attractive banners around the exhibition site, in the city, or above the main ITB Berlin entrance add impact to your trade show appearance.

### Promotions

Creative promotional actions on the exhibition grounds guarantee you direct access to your target group. Take advantage of the personal contact to surprise visitors with unconventional ideas and leave a lasting impression.

### Publications

Place your brand name on the ITB Berlin online newsletter published 14 times a year with comprehensive trade show information. With web banner advertising you can reach over 12,000 subscribers from the in-

ternational tourism industry. Other publications include the highlight flyer for private visitors and the map of the exhibition grounds.

### And much, much more!

Take advantage of the opportunity to sponsor the shuttle bus from Berlin hotels to the exhibition grounds. This service is offered exclusively to trade visitors and exhibitors.

These are only a few of the sponsoring possibilities at ITB Berlin. As you can see, they are extensive, widely variable, and can be tailored to your target group! We would welcome the opportunity to tell you more in person.

# As a sponsor, your advertising is targeted



*Cruises, Wellness, Book World: Three of the many ITB Berlin segments where sponsors can appeal directly to their target groups*

Even if you're not in the tourism business, you can make use of the different ITB Berlin tourism segments for your presentation.

## Cultural Tourism

This segment focuses on the diversity of culture-related travel packages.

## Wellness Forum

The global trend toward well-being and health continues. An overview of a market that offers a growing number of options is presented at the Wellness Forum.

## Training and Employment in Tourism

Domestic and foreign universities, technical colleges, vocational academies, scientific institutes and service providers offer information about tourism study programs and training opportunities.

## Cruises

The Ocean and River Cruises segment is presented as a compact business platform.

## Travel Technology

The Travel Technology segment is an international industry meeting point focusing on global distribution systems, tour operator databases, reservation systems, technology solutions, travel agency software, ticket distribution and cost calculating programs.

## Book World

The leading platform for travel books, guides and maps for business travel, city trips, seaside vacations, route planning, individual tours and adventure travel.

## Trends & Events

This innovative communications platform unites several different segments including the Youth Travel Center, Experience Adventure, ECO Tourism and Tourism for the Handicapped.

## ITB SUPPLY

The platform for tourism industry suppliers includes a wide variety of exhibitors.

# Speaking from personal experience:



„ITB Berlin is the largest international tourism trade show and an absolute “must” on our exhibition calendar. No other event offers such a wide variety of tourism industry contacts. As an ITB Berlin partner country, we were able to showcase Germany as a travel destination and firmly position German tourism.“

*Petra Hedorfer, CEO, Deutsche Zentrale für Tourismus e.V.*



„As an ITB Berlin partner country in 2006, Greece attracted more interest from trade visitors, the media and the public than in previous years. We shared a number of special highlights this year including the organization of the opening ceremony, the participation in the Greece Forum, and the highly regarded visit by the Federal Chancellor to the Greek stand. We are loyal ITB Berlin partners and plan to remain so in the future.“

*Panagiotis Skordas, Director of the Greek Center for Tourism in Germany*



„The ITB Berlin is good for our company's public relations and it was important for me to be there. Being named as a sponsor in the ITB Convention brochure enabled us to gain widespread exposure and new business contacts.“

*Gerhild Abler, Director Travel, Tourism and Transportation, TNS Infratest GmbH*



The ITB Berlin is a valuable networking and information platform. The international context and the excellent combination of guest speakers confirm ITB Berlin's reputation as the leading international business forum for the tourism industry. Aviation Day is a where I focus my attention.“

*Dr. Jürgen Ringbeck, Vice President, Booz Allen Hamilton, Manager of Global Transportation Practice*



„Our participation at Rock ITB was the absolute highlight for Tourism Australia at ITB Berlin 2006. It was a successful event that attracted attention in Australia and points to a growing interest in ITB Berlin. We are thinking about working with Messe Berlin on a similar project in the future.“

*Eva Zeller, Tourism Australia Manager Germany, Austria and Switzerland*

**These statements confirm that ITB Berlin is the world's leading international travel trade show – and this is clearly a major benefit for our sponsors!**

**Become an ITB Berlin sponsor.  
Contact us today!**

# Further Information

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We look forward to seeing you!

For further information: [www.itb-berlin.com](http://www.itb-berlin.com)

## At a glance: Selected sponsoring opportunities

### Partner country

- ITB partner country

### Events

- Travel Agents' Day with evening event
- ITB BookAwards
- Prize contest for the general public

### ITB Convention

- Co-organizer
- Sponsor of individual events
- ITB Business Travel Days partner
- Travel Technology Convention partner

### Advertising space

- Exhibition grounds
- Key locations in the city
- Giant posters, flags, banners

### Promotions

- Promotional actions and advertising materials

### Locations

- VIP Business Lounge
- ITB Business Travel Café
- Travel Technology Café
- Special stages in the Adventure, Tourism for the Handicapped and Wellness areas
- Shuttle buses

Plus many more opportunities...