

With the Media Package, Messe Berlin GmbH offers exhibitors a selection of marketing tools designed to optimize trade show participation and promote market presence. Media Package fees are charged as a mandatory one-off fee that is invoiced to the main exhibitor as part of the stand rental charges.

After the main exhibitor registration, co-exhibitor addresses, email, hall and stand numbers will automatically be listed on the ITB Berlin Virtual Market Place® and in the ITB App. This listing is included in the Media Package price of EUR 850.00.

Prices:

- Main exhibitor without co-exhibitor(s): 620.00 EUR
- Main exhibitor with co-exhibitor(s): 850.00 EUR Flat rate

Prices do not include the required value-added tax (VAT).

Here is an overview of the marketing tools included / included in the Media Package:

Main exhibitor services	Co-exhibitor services
<p>Virtual Market Place® & ITB Berlin App</p> <ul style="list-style-type: none"> ▪ Basic entry (company name, country code, postcode, city, address, hall and stand number) ▪ Email address ▪ Phone and fax ▪ Company profile (max. 4,000 characters) ▪ Company logo ▪ Link to company website ▪ Link to video ▪ Entry in up to 5 product categories of the branch index ▪ Contact person with photo, contact details, appointment tool and appointment overview ▪ Presentation of up to 4 products with texts and pictures plus link to offers on company's website (max. 4,000 characters and 1 picture per offer) ▪ Link to Social Media Profile (i.e. Facebook, Twitter etc.) 	<p>Virtual Market Place® & ITB Berlin App</p> <ul style="list-style-type: none"> ▪ Basic entry (company name, country code, postcode, city, ▪ mailing address, hall and stand number) ▪ Email address ▪ Company logo ▪ Entry in one product category of the branch index ▪ Contact person with photo, contact details, appointment tool and appointment overview
<p>ITB Quickfinder</p> <ul style="list-style-type: none"> ▪ Company name (max. 65 characters) ▪ Hall and stand number 	<p>ITB Quickfinder</p> <ul style="list-style-type: none"> ▪ Company name (max. 65 characters) ▪ Hall and stand number

ADDITIONAL SERVICES (with costs)	
<p>Virtual Market Place®</p> <ul style="list-style-type: none"> ▪ Online Advertising ▪ Upgrade for co-exhibitors ▪ Additional product entries <p>Changes and adjustments of your exhibitor entry can be updated here: www.itb-berlin.com/exhibitorsearch.</p>	<p>Contact: Editorial Team Virtual Market Place® Mo.-Fr., MEZ 9-18 Uhr Tel.: +49 30 3038 2180 Fax: +49 30 3038 2172 E-Mail: editorial@virtualmarket.itb-berlin.de</p>
<p>ITB Quickfinder</p> <ul style="list-style-type: none"> ▪ Advertising ▪ Logo and banner advertising ▪ Highlighting exhibitor name 	<p>Contact: Cleverdis ITB Berlin News Team Tel.: +33 442 774609 E-Mail: jeanfrancois.pieri@itb-berlin-news.com</p>
<p>ITB App Additional Options bookable. Limited top placements, advertising banners and individual upgrade option Further information will be available in October 2020 on www.itb-berlin.com/sponsoring</p>	<p>Contact: Virtual Market Place® Online-Marketing Tel.: +49 (0)30 3038 2211 E-Mail: onlinemarketing@virtualmarket.itb-berlin.de</p>

ITB Berlin offers a great variety of marketing options in order to support its exhibitors in reaching their target groups the best possible way. Use all marketing possibilities at your disposal and achieve the most satisfactory and efficient outcome for your trade show participation.

For more information on marketing opportunities, please visit: www.itb-berlin.de/sponsoring

Duration Virtual Market Place®:

The Media Package services are valid from 15 January 2021 until 14 January 2022. During this period of time you can update your entry as often as you like.