

CO-EXHIBITOR SCHEDULE

ITB BERLIN 2018

Make sure, that your main exhibitor has already registered you as co-exhibitor. The following page gives you a quick overview of the most important basics for a successful trade show presence.

ORGANISATION
PR & MARKETING
TRAVEL

DEADLINE	TO DO	ADDITIONAL INFORMATION
as early as possible	Define trade show goals	
as early as possible	Book rooms for press conferences/ seminars/presentations	zaun@messe-berlin.de
as early as possible	Make your travel bookings, apply for visa (if necessary)	www.itb-berlin.com/travel
starting in September	Request information about sponsoring and advertising opportunities	www.itb-berlin.com/sponsoring
starting mid-Jan	Check the ITB Berlin Convention and Event Program	www.itb-convention.com/program www.itb-berlin.com/events
15 Jan 2018	Update exhibitor entry in the ITB Berlin Virtual Market Place	www.virtualmarket.itb-berlin.de/en/exhibitor-area/login
15 Jan 2018	Send us information on your highlights for the public days (ITB Berlin weekend)	itb@messe-berlin.de
until mid-Jan	Book advertising and upgrades on ITB Berlin Virtual Market Place, in the ITB App, the ITB Berlin Homepage and the ITB Berlin trade visitor newsletter	editorial@virtualmarket.itb-berlin.de www.itb-berlin.com/Exhibitors/SponsoringPromotion/DigitalPrintAdvertising
end of Jan	Register contacts in the press guide	www.itb-berlin.com/exhibitorspr
end of Jan	Send press releases and invitations	www.itb-berlin.com/exhibitorspr
end of Jan	Register für the Matchmaking Tool of the ITB Speed Networking event and schedule meetings with top buyers	itbspeednetworking@messe-berlin.de www.itb-berlin.com/Exhibitors/SpeedDating
31 Jan 2018	Register your events for official approval and publish them in the event calendar for free	www.itb-berlin.com/webshop
from Feb	Contact other participants via the ITB Networking Tool, register your stand staff with individual profiles	www.itb-berlin.com/networking
from Feb	Send invitations to customers	
7 Feb 2018	Organize transport for trade show materials	www.itb-berlin.com/webshop
7 Feb 2018	Order parking and/or loading spots for cars/trucks/containers	www.itb-berlin.com/webshop
until mid-Feb	Book advertising in the official daily ITB Berlin News	www.itb-berlin-news.com
21 Feb 2018	Book press box, prepare press kits	www.itb-berlin.com/exhibitorspr
21 Feb 2018	Order ticket vouchers/codes for clients	www.itb-berlin.com/webshop
21 Feb 2018	Order additional exhibitor passes	www.itb-berlin.com/webshop