



ITB Berlin is the world's leading travel trade show. This is where 10,000 exhibitors meet over 109,000 trade visitors and 60,000 visitors from the general public come together every year.

### WHAT IS THE ITB BERLIN PRESS STAND?

The Press Stand in the foyer of halls 6.2/5.2 is where the international trade press presents its publications. The display of these publications occurs within the framework of a barter transaction.

### YOUR BENEFITS FROM PARTICIPATING IN THE PRESS STAND:

- **Advertisement sales:** Offer your clients the unique opportunity of advertising at ITB Berlin.
- **Presentation:** Present your publication to the international clientele at ITB Berlin.
- **New business:** Use targeted offers in line with the trade show to acquire new readers and subscribers.

### THE PRODUCTS & SERVICES WE OFFER:

- Display of up to 200 copies of your publication at the Press Stand
- Continuous staffing of the Press Stand throughout ITB Berlin
- Listing on the ITB Berlin website ("ITB Berlin / Sponsors & Partners / Press Stand") with logo, street address, email address and link to your website
- Free accreditation for one of your editorial staff, in accordance with the Messe Berlin accreditation guidelines (includes entrance ticket to ITB Berlin).
- Your accredited staff member will have free access to the ITB Berlin Media Center and special work areas for journalists.

### WE REQUEST THE FOLLOWING PRODUCTS & SERVICES FROM YOU:

Provide a free ITB banner on your website (min. rectangle), preferably January/February 2020, AND/OR: Provide a free ITB Berlin advertisement in the January/February issue of your publication, 1x 1/1 page, 4c or ½ page, 4c in type area/bleed size.

- Free provision and delivery of up to 200 copies of your publication for display at the ITB Press Stand
- A free, 12-month subscription for the Messe Berlin Press department, starting with the subsequent issue.

### INTERESTED?

Then fill out the registration form for the ITB Press Stand and email it to [MesseBerlin@crossmedia.de](mailto:MesseBerlin@crossmedia.de) at our partner organization Crossmedia GmbH or send it via fax: +49(0) 211 86652 101.

We are looking forward to working with you!