

ITB TOOLBOX FOR EXHIBITORS TO GENERATE CONTACTS



Busy trade show stands, lots of business contacts, meaningful conversations and, at the end of a trade show day, your network enriched with exactly the right contacts!

To ensure that this is not an illusion and that you can promote **your business at ITB Berlin** with the right business contacts, we provide you with tools that will **guarantee you the attention of your target group** and get you in touch with the right contacts!

VIA MARKETING & PROMOTION



SPONSORING

Your brand in the field of vision of your target group: The ITB Berlin sponsorship portfolio is diverse and designed for all target groups and budgets. It's worth taking a look: itb.com/sponsoring



CUSTOMER VOUCHERS

Lower-priced tickets for your most important customers: Invite your business friends to your trade show stand and save money with the admission ticket vouchers for your customers at itb.com/webshop



COMMUNIKATION KIT

Let everyone know you'll be attending ITB Berlin! The communication kit provides you with text templates, images and videos for your newsletters, websites or social media posts. Download the kit here [Link follows](#).



ITB NEWS & INSIGHTS

Your company or your innovation in the official trade show magazine, ITB News, is guaranteed to attract attention - not just among journalists. Please send your request to bettina.badon@cleverdis.com

VIA NETWORKING & EVENTS ON-SITE



ITB SPEED NETWORKING

Simple yet most efficient: Enhance your business network and meet relevant contacts in short, prescheduled time slots. Participation is free of charge. Get more info at itb-speednetworking@messe-berlin.de



ITB BERLIN CONVENTION

Secure your knowledge advantage and meet your peers! At the renowned ITB Berlin Convention you can listen to experts in over 200 sessions and exchange ideas with like-minded people. Explore the convention at itb.com/convention



PRESS CONFERENCES & PRESENTATION HUB

Are you looking for a suitable stage for your message? Whether it's a press conference environment or a dedicated room for your presentation. Get all the information you need here:

Room booking: itb-roombooking@messe-berlin.de

Presentation Hub: udo.friedrich@messe-berlin.de



EVENT PROGRAM

You are planning an event, a fireside chat, a press conference, an award ceremony, a workshop or an evening event at your stand? Make sure that your event is displayed in the official ITB Berlin event program on itb.com The registration form is available in the [BECO web shop](#).

NEW: ITB TRANSITION LAB

The newly established event series is your gateway to unlocking the power of data, comparing results with global peers and turning statistical insights into practical actionable strategies for your organization. Find out more about the new format at itb.com/convention

VIA TOOLS & TECHNOLOGY



ITB MATCH & MEET

Find relevant business contacts and coordinate appointments - all you need is your ticket or your exhibitor pass. Thanks to targeted filter and search functions, you can reach potential contacts easily and effectively. All appointments can be transferred individually as iCal or bundled in Outlook. For efficient post-show business, you can download your contacts as a file. Start now and find your match at [ITB Match & Meet](#)

OUR TIP: Maintain your profile carefully for the most relevant matching results!

HOW DO WE ATTRACT THE RIGHT PARTICIPANTS FOR ITB BERLIN?

Here is a selection of our acquisition activities:

- ▶ Development and optimization of offers to attract participants from the global travel industry (e.g. ITB segments, ITB Buyers Circle, networking events)
- ▶ Personalized approach via our broad communication channels
- ▶ Cooperation with national and international tourism and travel associations
- ▶ Development of a broad partner network
- ▶ Approaching new contacts via Messe Berlin's worldwide network of representatives
- ▶ Customer support from our ITB team

Further tips for a thoroughly successful ITB Berlin can be found at itb.com in the section [Exhibition Planning](#).