

itb.com



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

**WE CONNECT THE  
WORLD OF TRAVEL.**

**9 – 13**  
MARCH  
**2022**

+  
Digital Business  
Day



Messe Berlin

# WELCOME

Welcome back to Berlin! We look forward to welcoming you back live on site in March 2022. Now, more than ever, we believe in the magic of personal encounters. And as the leading trade show for the global travel industry, we create the optimal conditions for them.

Our team is continuously working on new, innovative solutions and offers – all catered to your needs. We are very much looking forward to seeing you again at ITB Berlin 2022.

**Let's make the upcoming ITB Berlin something special - together!**



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**David Ruetz**

Exhibition Director  
ITB Berlin

It's time to bring the entire industry back together in one place.

# ITB BERLIN USPs



## **BUSINESS**

We bring companies into the spotlight and create the optimal conditions for their successful presentation - perfectly aligned with their resources and corporate goals.

## **NETWORKING**

We foster targeted networking and personal exchange. Our objective: facilitating business contacts in the global tourism industry and direct, efficient communication.

## **SERVICE**

We provide technical and logistic services with professionalism and great commitment – for the successful and safe participation of each and every individual.

## **RESPONSIBILITY**

As the leading trade show for the global travel industry, we are also a pioneer for ecological and social responsibility in tourism. ITB Berlin actively promotes human rights, social justice and climate, environmental protection and animal welfare.

## **CONTENT**

At the ITB Berlin Convention, we convey the global trends and topics that move our industry - in keynotes, presentations and deep dives with top international speakers.

## **NEWS**



We ensure you a head start in knowledge - with interviews, articles and videos on current insights and the most important news from the industry.



# TIMELINE 2022

## Before the live event

Match-making, scheduling, program planning, etc.

	Live in Berlin	Live in Berlin – B2B			Live in Berlin – B2C		Online	
	<p>ITB Berlin Opening Press Conference</p> <p>ITB Berlin Opening Ceremony</p>	<p><b>Trade Show</b> (Exhibition Grounds)</p> <p><b>ITB Berlin Convention</b> (live + Streaming)</p>			<p><b>Public days</b> (Exhibition Grounds)</p>		<p><b>Digital ITB Business Day</b></p>	
		<b>Digital services</b>						
starting mid-February	Tue 8 March	Wed 9 March	Thu 10 March	Fri 11 March	Sat 12 March	Sun 13 March	March tba	until the end of March

## After the live event

Match-making, follow-up, videos on demand, etc.

## PRICES & DATES

### Stand prices

starting at 205 EUR net per m<sup>2</sup>  
(plus surcharges for customized stands)

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### Special Rate

#### Loyalty Rate

starting at 201 EUR net per m<sup>2</sup>  
(for all customers with a contractual relationship in  
2020 and/or 2021, valid from 16 September, 2021  
until registration deadline)

### Communication Package

109 EUR for each main or co-exhibitor  
(also includes the option to participate in the  
Digital Business Day)

### Cost cap

5,500 EUR flat-rate for 50+ co-exhibitors

### Deadlines

- ▶ Registration deadline for exhibitors  
**15 October, 2021**
- ▶ Free cancellation of stand  
registration up to and including  
**30 November, 2021**

## INFO & CONTACT

The registration form can be found at: [www.itb.com](http://www.itb.com)

Questions about booking packages:  
[itb@messe-berlin.de](mailto:itb@messe-berlin.de)  
or contact your ITB account manager

Sponsoring contact:  
[itb-sponsoring@messe-berlin.de](mailto:itb-sponsoring@messe-berlin.de)

We look forward to seeing **you!**



The latest information on „Messe Berlin and the Coronavirus“ can be found at: [www.messe-berlin.de](http://www.messe-berlin.de)

- ▶ Messe Berlin's Hygiene and Safety Measures
- ▶ FAQs for exhibitors (including „What should I consider during stand construction?“)

For more information on the segments, please contact your **ITB account manager** or [itb@messe-berlin.de](mailto:itb@messe-berlin.de)