

NETWORKING *Berlin Style*: SPONSORING OPPORTUNITIES @ THE ITB SPÄTI

The new ITB Späti is your casual networking hotspot on the show floor at ITB Berlin 2026. Inspired by Berlin's iconic late-night stores, this laid-back hot spot invites attendees of ITB Berlin to connect over bottled drinks and snacks in an authentic, urban atmosphere, just like the ones you'll find on the streets of Berlin.

The ITB Späti is also the central hub for our ITB Guided Tours, several networking events, presentations, and happy hours — the perfect stage for brands who want to stand out

Opening times are from 9:30 am to 6 pm – while the closing time might be extended for your branded networking hour.

Let's dive in!



LET'S GET YOU CONNECTED – START HERE



Simply map your way to your ITB Späti success

How would you like to lead the network?

Open the network as "Fridge-Opener"

Lead the conversation at "Späti Hour"

Connect directly with an interactive "Destination Pitch"

Inspire the Industry with your "ITB Innovators Pitch"

Position your brand at the heart of the conversation! Become the **host of a 30-minute Mini-Networking** session right after a themed trade visitor tour.*

With your target audience already gathered, you'll welcome them with an open fridge at the Späti with drinks or snacks and set the tone for relaxed, topic-driven exchange.

A smart, authentic way to connect with engaged professionals – right where the interest is.

**Topics: AI Industry Innovations, MICE-Destinations, Responsible Tourism, Tours & Activities – Hidden gems, Hotel Technology*

Become the brand of our **daily Späti Hour** – the relaxed after-show get-together starting at 5:30 pm at the Späti.

As a theme host, you create a space for open networking with drinks and a casual vibe.

Whether it's industry communities, associations or content creators – you provide the setting, we provide the location and the spotlight.

This hour is ideal for building visibility and fostering authentic connections in a laid-back atmosphere after a busy show day on the fairgrounds.

Showcase your destination in a 20 min. **exclusive Mini-Impulse Session** designed for intense engagement with an "ask-me-anything" part following your presentation.

Destination reps get the chance to present short, impactful pitches, followed by an interactive 'ask-me-anything' session.

These sessions provide travel agents, influencers, creatives, journalists and walk-ins the opportunity to gain first-hand insights.

This option is perfect for raising awareness, building trust and generating genuine interest in your destination.

Present your innovation in a powerful **10-minute pitch** designed to inspire the industry.

Selected innovators – whose solutions are officially recognized as part of the ITB Innovators Program – get to present their cutting-edge ideas, followed by a brief Q&A session with the audience.

These sessions give travel professionals, buyers, media and industry leaders exclusive insights into the future of travel.

Ideal for boosting visibility, sparking collaborations and positioning your brand as a true innovator.

THE FRIDGE-OPENER PACKAGE

SERVICES	PRICE
ONLINE AND ON-SITE	2,000 EUR
30-minute open networking incl. welcoming words	
Logo on digital screen at the ITB Späti, in the sponsors overview section	
Naming of session in the event program of ITB Berlin	

THE SPÄTI-HOUR PACKAGE

SERVICES	PRICE
ONLINE AND ON-SITE	3,500 EUR
60-minute open networking, starting at 5:30pm incl. welcoming words	
Logo on digital screen at the ITB Späti, in the sponsors overview section	
Naming of session in the event program of ITB Berlin	

THE DESTINATION-PITCH PACKAGE

SERVICES	PRICE
ONLINE AND ON-SITE	2,500 EUR
5-minute mini-pitch, followed by 15-minute interactive 'ask-me-anything' session (will be moderated)	
Logo on digital screen at the ITB Späti, in the sponsors overview section	
Naming of session in the event program of ITB Berlin	

THE INNOVATORS-PITCH PACKAGE

SERVICES	PRICE
ONLINE AND ON-SITE	2,500 EUR
10-minute pitch, followed by a 10-minute Q&A (will be moderated)	
Logo on digital screen at the ITB Späti, in the sponsors overview section	
Naming of session in the event program of ITB Berlin	

OPTIONAL EXTRA - SNACK PACKAGES

We offer the possibility to equip all attendees of your session with drinks and snacks from our in-house caterer Capital Catering!* Simply choose the snack package and we deliver:

SNACK PACKAGES	PRICE
Small snack pack: • 1 soft drink from Fritz, • 1 chocolate bar, • 1 trail mix.	200 EUR/20 persons
Medium snack pack: • 1 soft drink from Fritz, • 1 mineral water, • 1 chocolate bar, • 1 trail mix, • 1 Pringles.	400 EUR/20 persons
Large snack pack: • 1 soft drink from Fritz, • 1 mineral water, • 1 chocolate bar, • 1 trail mix, • 1 packet of Chio crisps, • 1 sandwich.	600 EUR/20 persons



*As a sponsor you can choose a snack package of your choice and order it directly from projekte@capital-catering.de This package must be ordered and paid for separately.



INQUIRE ABOUT BECOMING A SPONSOR:
itb-sponsoring@messe-berlin.de

A brand of

MESSE BERLIN