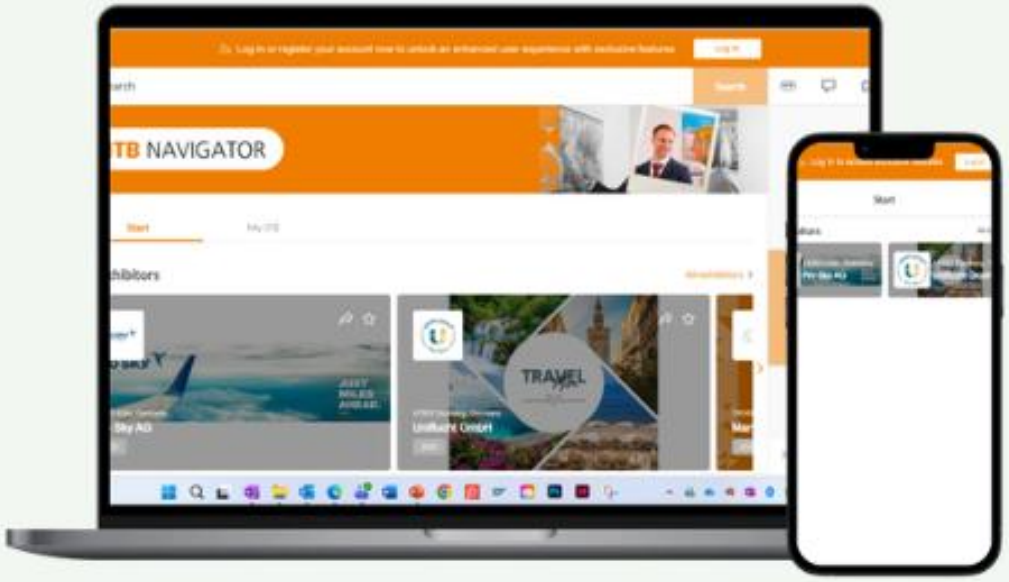
ITB Navigator

Onboarding Guide

OUTSTANDING EXPOSURE
LIVES HERE.



Communication Package:

Turn Your Stand into a Lead-Generating Powerhouse

Welcome to ITB Berlin — the world's leading travel trade show. Whether this is your first year or your tenth, one thing never changes: **visibility drives business, and business drives ROI.**

What is the Communication Package ?
As part of your stand booking you paid for your Communication Package — your digital marketing framework that turns your physical stand into a 24/7 presence before, during and after ITB.

Why it matters
Thousands of buyers are using ITB Navigator now to shortlist exhibitors and book meetings. An incomplete profile = missed appointments and lost clients.

Stand out further (smart upgrades)
- Online banners
- Featured stories & newsletters
- Lead Scan Team
- Onsite promotional displays ·
- Sponsored content

ITB Berlin 2025 at a glance

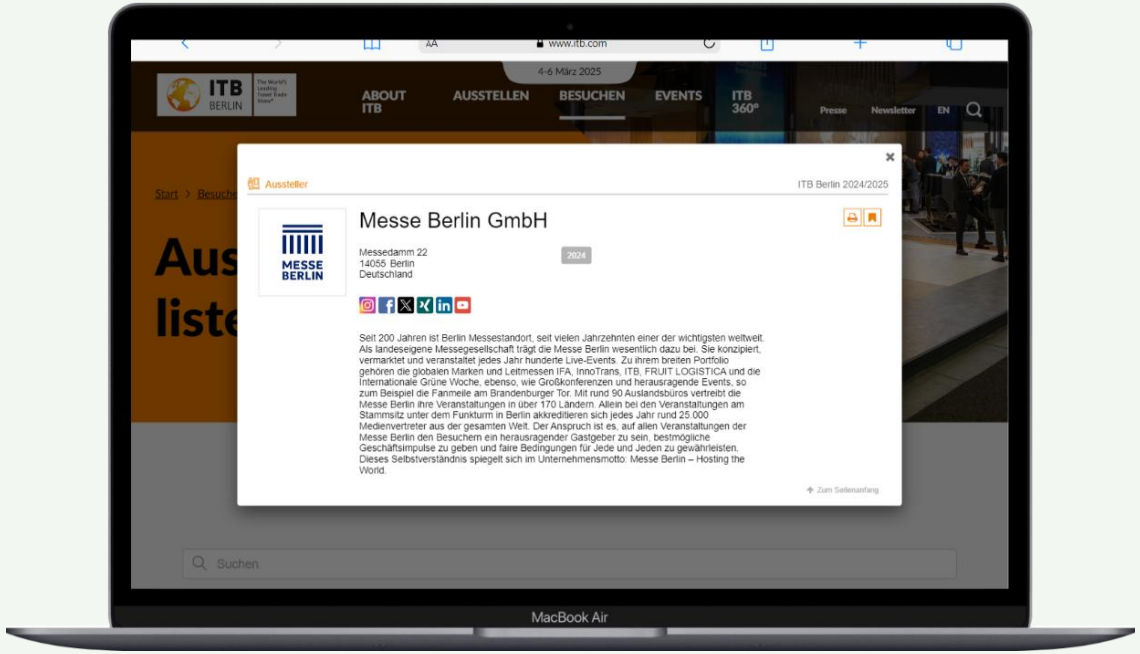
What’s Included — The Tools at Your Disposal

What Your Communication Package Gives You — Already Paid For, Ready to Use

Your Company Profile in **ITB Navigator** is your 24/7 digital stand attracting buyers, showcasing your best products, and generating meeting requests long before the show begins.

What’s Included:

- ✓ Company Logo & Header Image — make your brand instantly recognizable
- ✓ Links to Social Media & Website — connect buyers to your online presence
- ✓ Media Library — PDFs, images, and other resources at your fingertips
- ✓ Branches and Destinations — boost search visibility and show where you operate
- ✓ Products Section — detail your top products and service



Why You Need a Strong Profile ?

- ✓ Rise to the top of buyer search results
- ✓ Get discovered while your competitors go unseen
- ✓ Drive more appointments, more stand visits — and more opportunities

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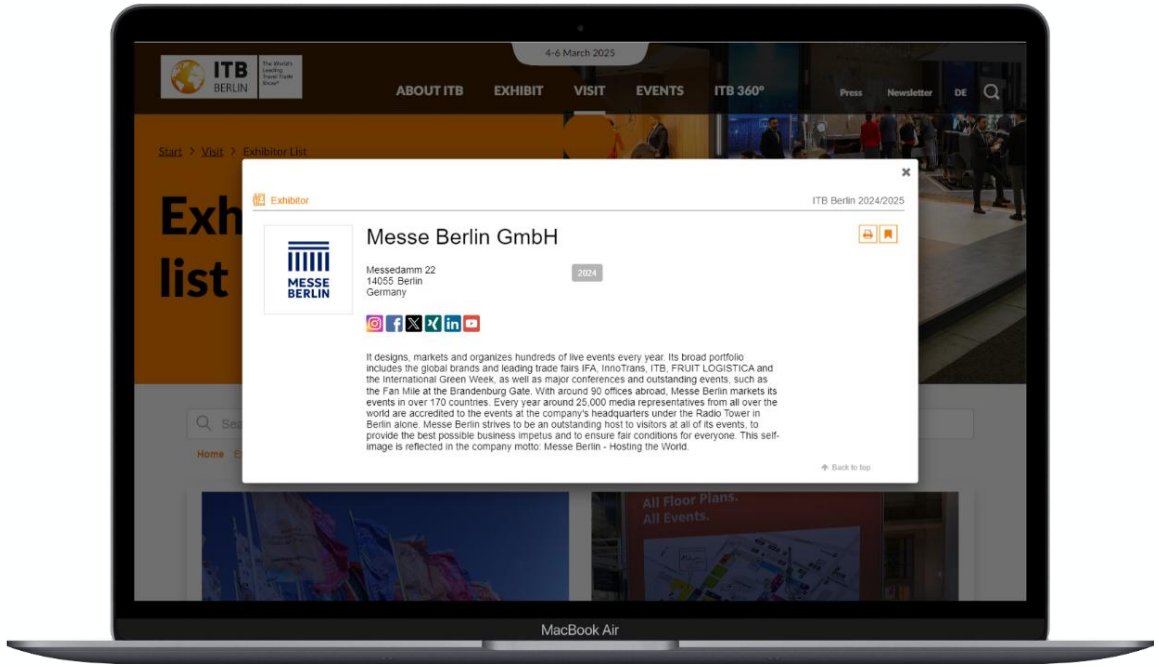
Access to the Content Manager

During your stand registration process in the exhibitor portal, you have been asked for a main contact person including an email address. This person is going to receive the initial email containing the content manager link to edit and update your company profile.

Important:
Main exhibitors and co-exhibitors will each receive a separate email with their own content manager link.

How to access the Content Manager and publish your profile.
Click the content manager link sent to your main contact person. This will open a new browser window, taking you directly to the Content Manager, where you can edit your company information

- After entering your data in the Content Manager, you can return to the ITB Navigator to review the results.
- Changes can be made at any time.



Please note: The main contact provided during registration will also receive the link via email. If multiple members need to edit the company profile, the link that opens in the new tab can be copied and shared.

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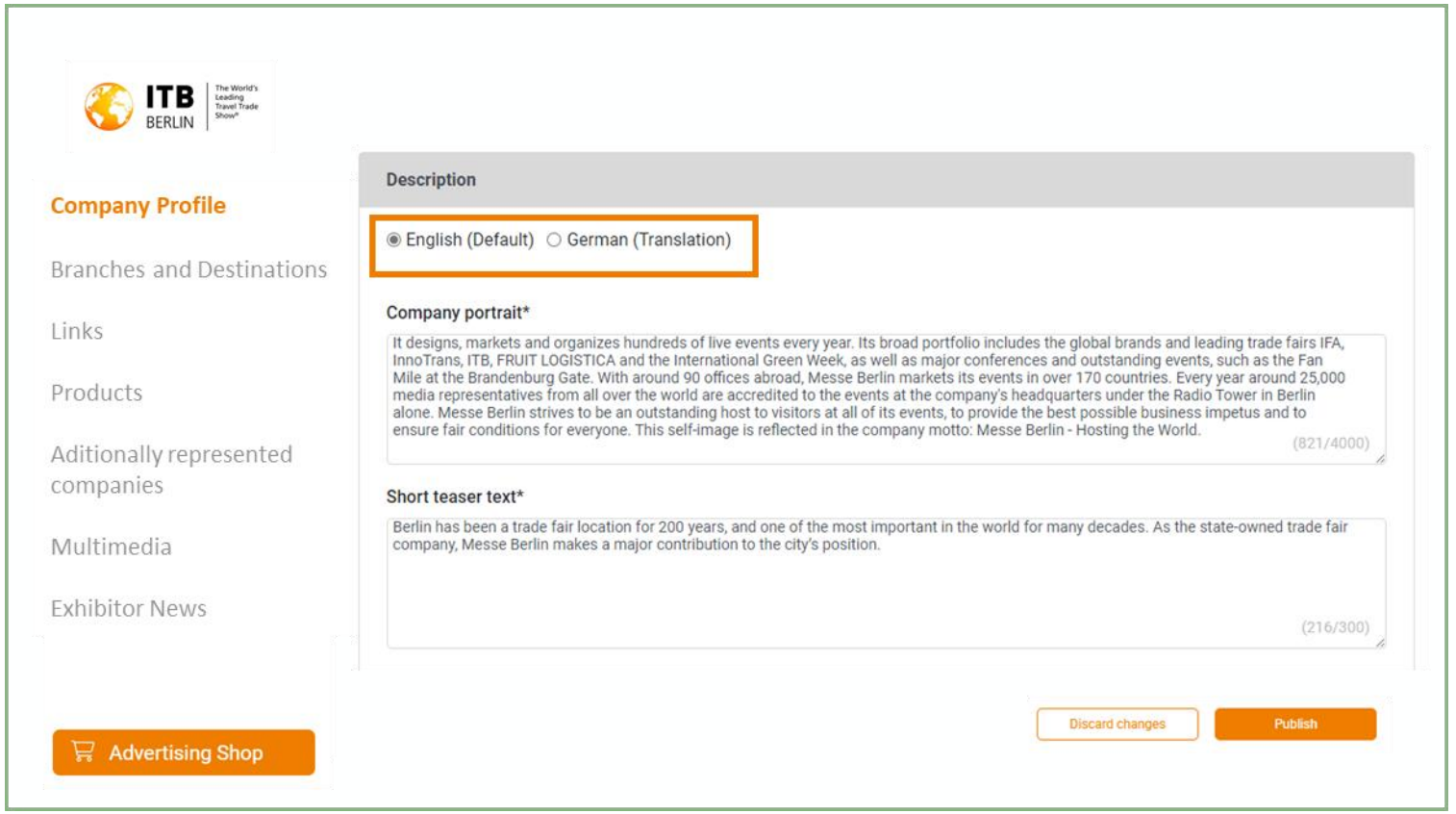
Editing Company Profile in the Content Manager – General Tips

- The left side menu guides you through the different options available to create your company profile. You will also find additional links for further information.
- After editing field, click on "Publish" in the top right-hand corner to save the changes.
- In each field, you can choose between the options "English (Default)" or "German Translation" to edit the content in the respective language. We advise you to edit the information in both languages.



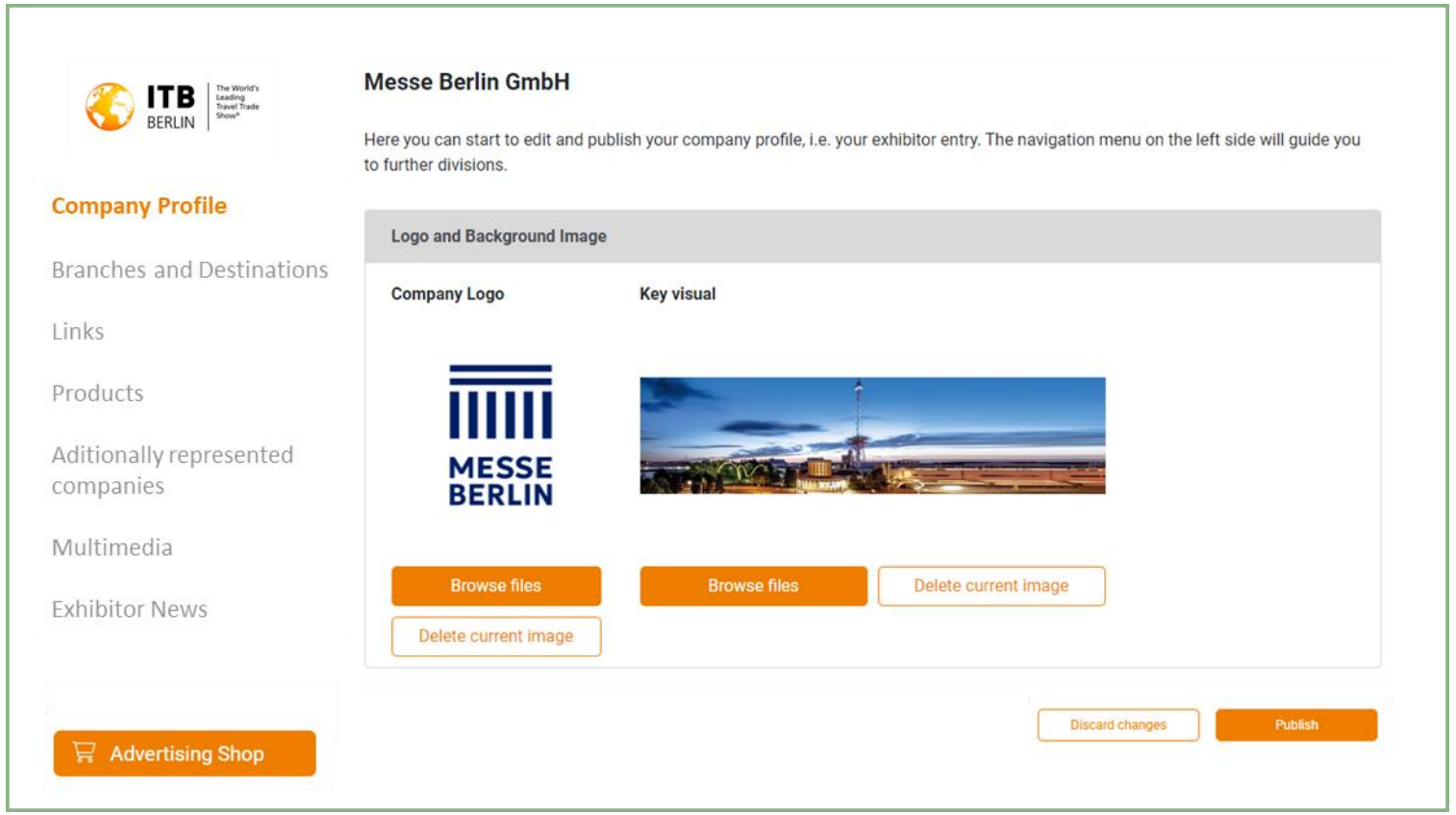
Editing Company Profile in the Content Manager – Start page

You can customize your company profile from the start page by updating the following:

- Logo & background image
- Basic data & company description
- Social media accounts

Tips:
The background image should be uploaded in different sizes for both web and app views to ensure it displays well on all screen sizes.

We recommend using a wallpaper or neutral image as the background image and avoiding text or symbols that could be cut off.

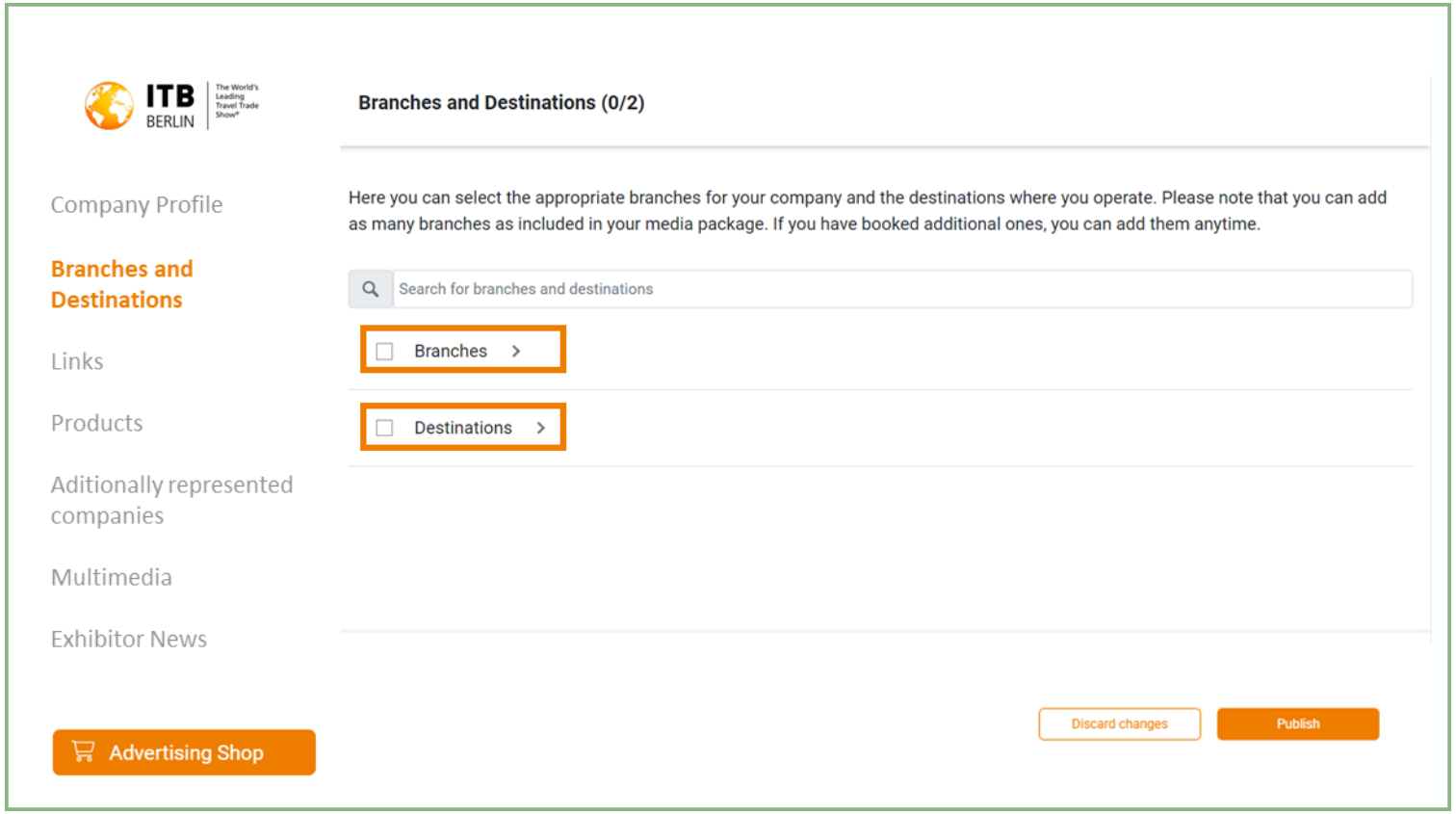


Editing Company Profile in the Content Manager – Branches & Destinations

The branches you selected during the stand registration are automatically transferred to your company profile on ITB Navigator and can be changed at any time.

To view the selected branches, please click on the branch name rather than on the arrow next to it.

Tips:
You can check the number of selected branches and how many are still available at the top right of the screen.



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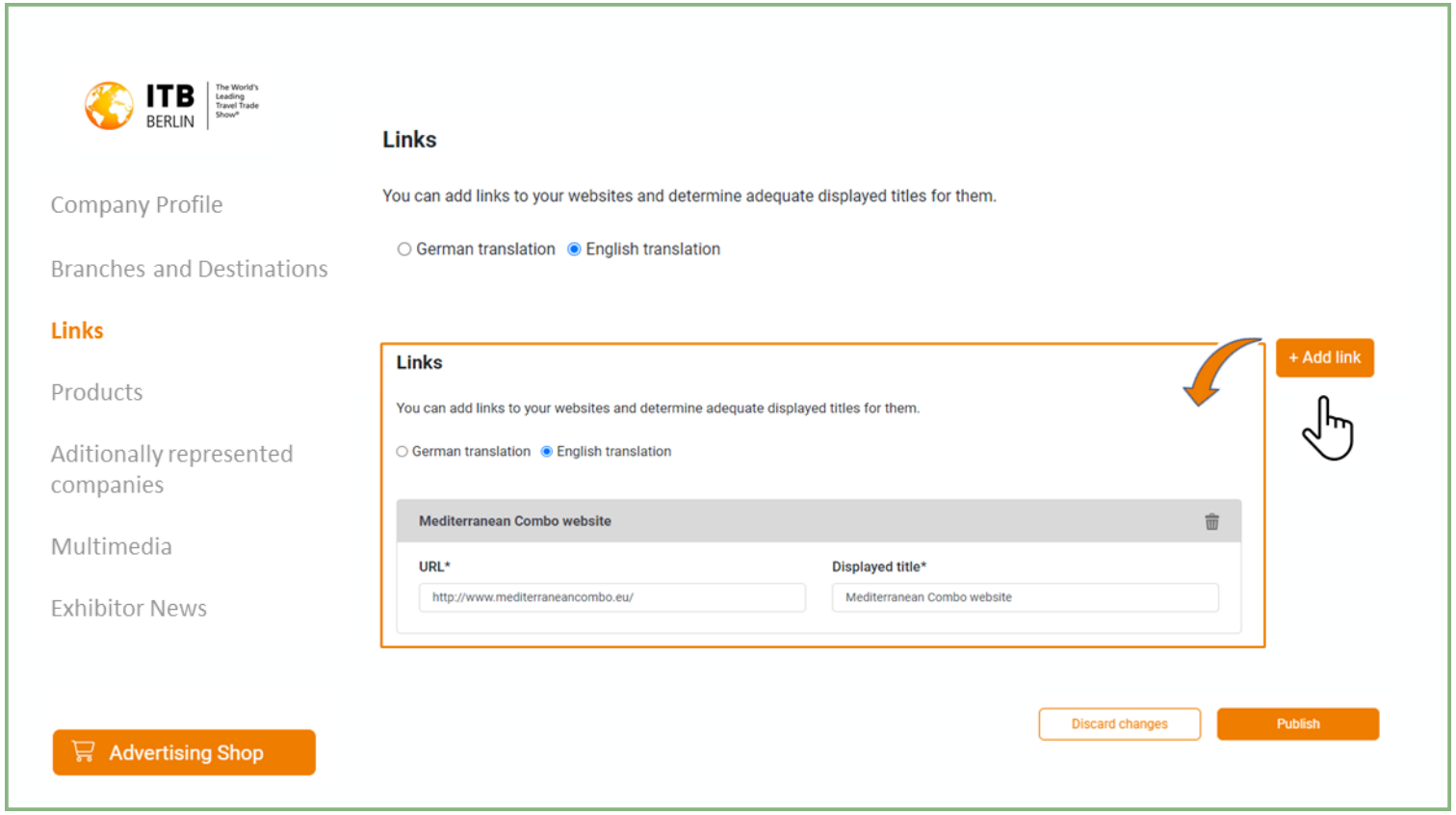
Editing Company Profile in the Content Manager – Links

Click on "Add link" to open the editing area where you can enter and name a link.

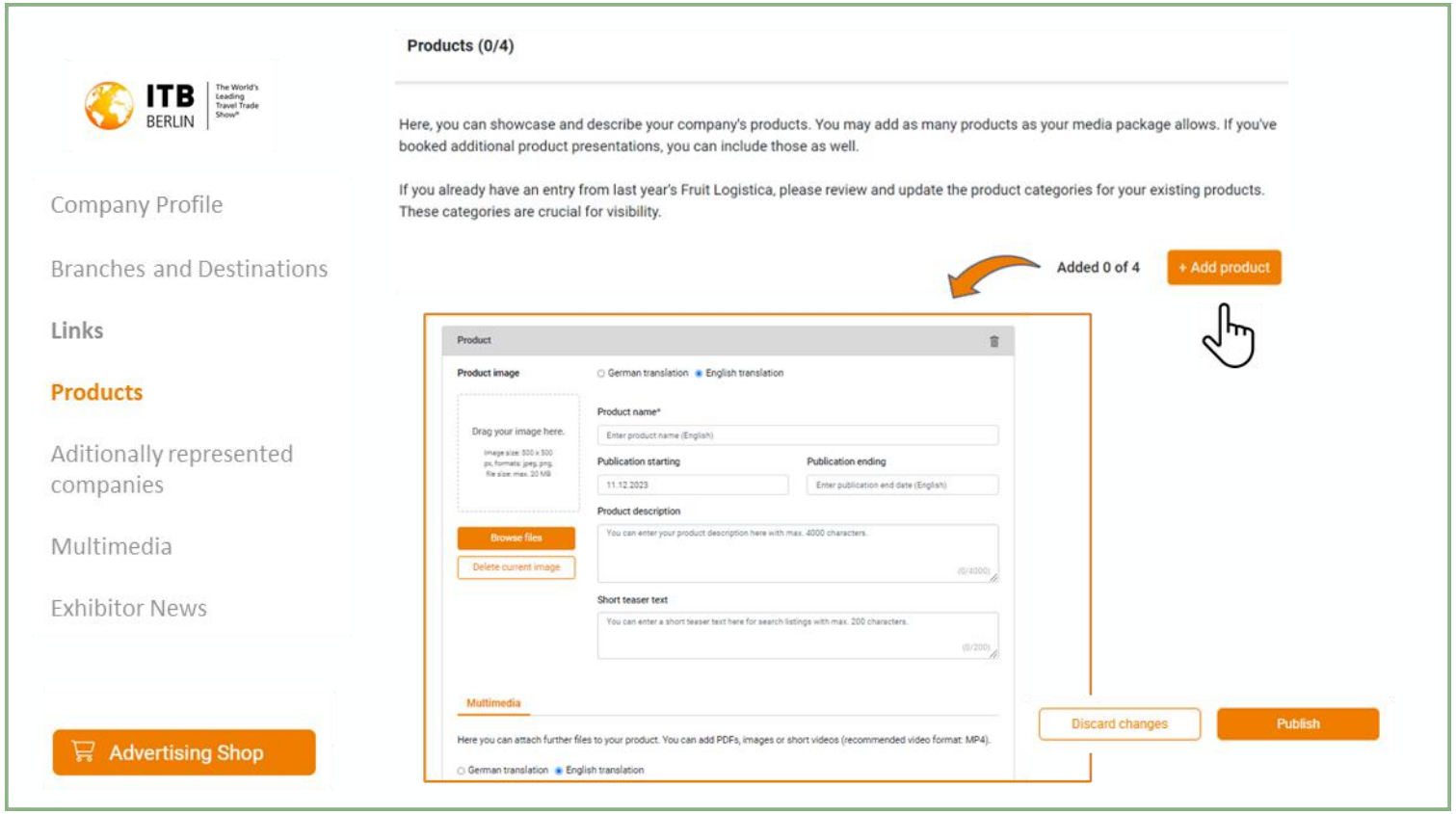


Editing Company Profile in the Content Manager – Products

Click on 'Add Product' and next on 'Product' to start editing the product information.

At the bottom of the editing area you can see three more tabs: "Links", "Product Groups", "Multimedia".

Important:
If you have already completed your company profile on ITB Navigator, please review the product groups for your existing products and update them if needed.
The product groups are essential for increasing the visibility of your products.



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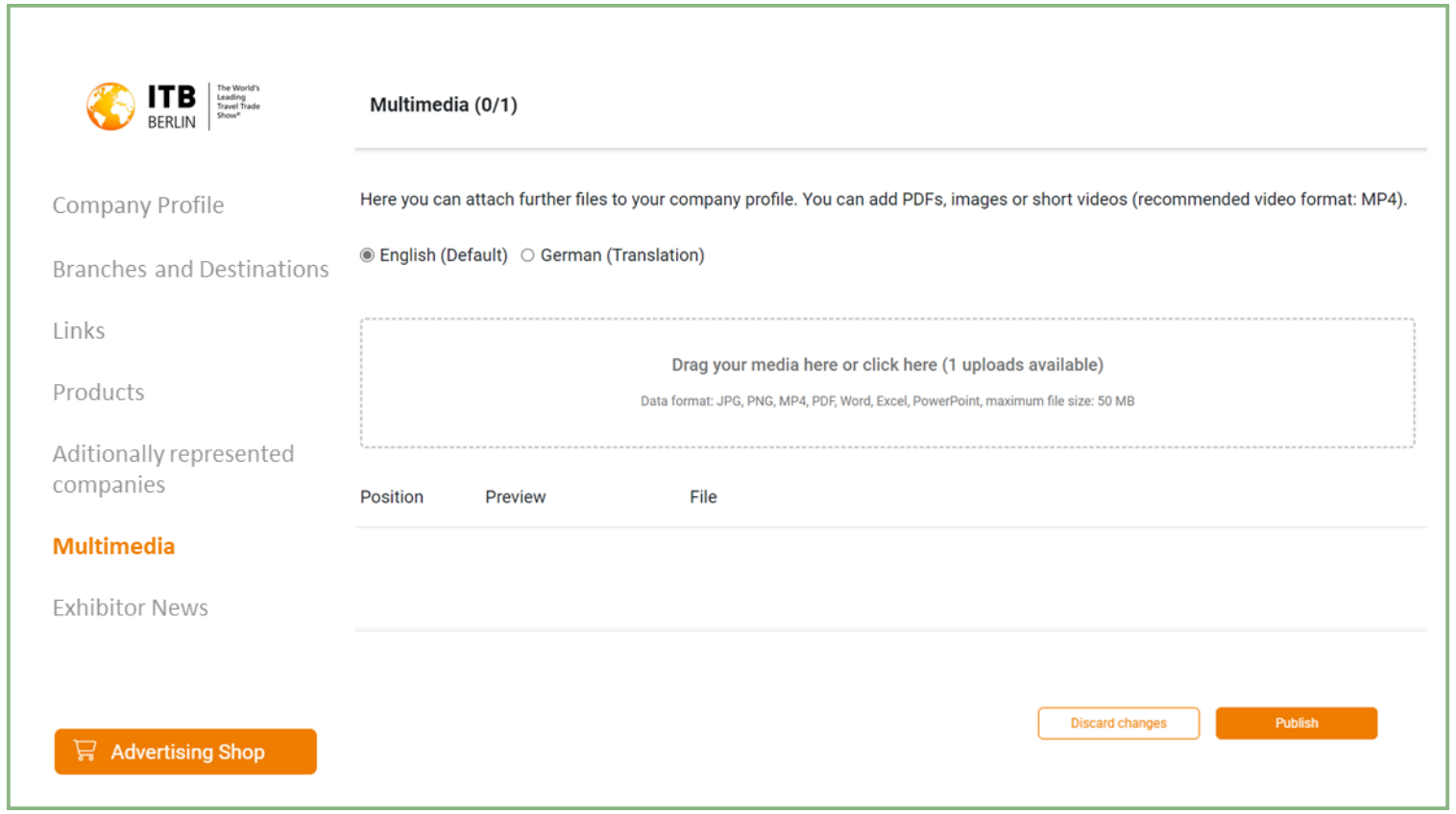
Editing Company Profile in the Content Manager – Multimedia

Under "Multimedia" you can upload additional information material about your company such as PDFs, images and videos.



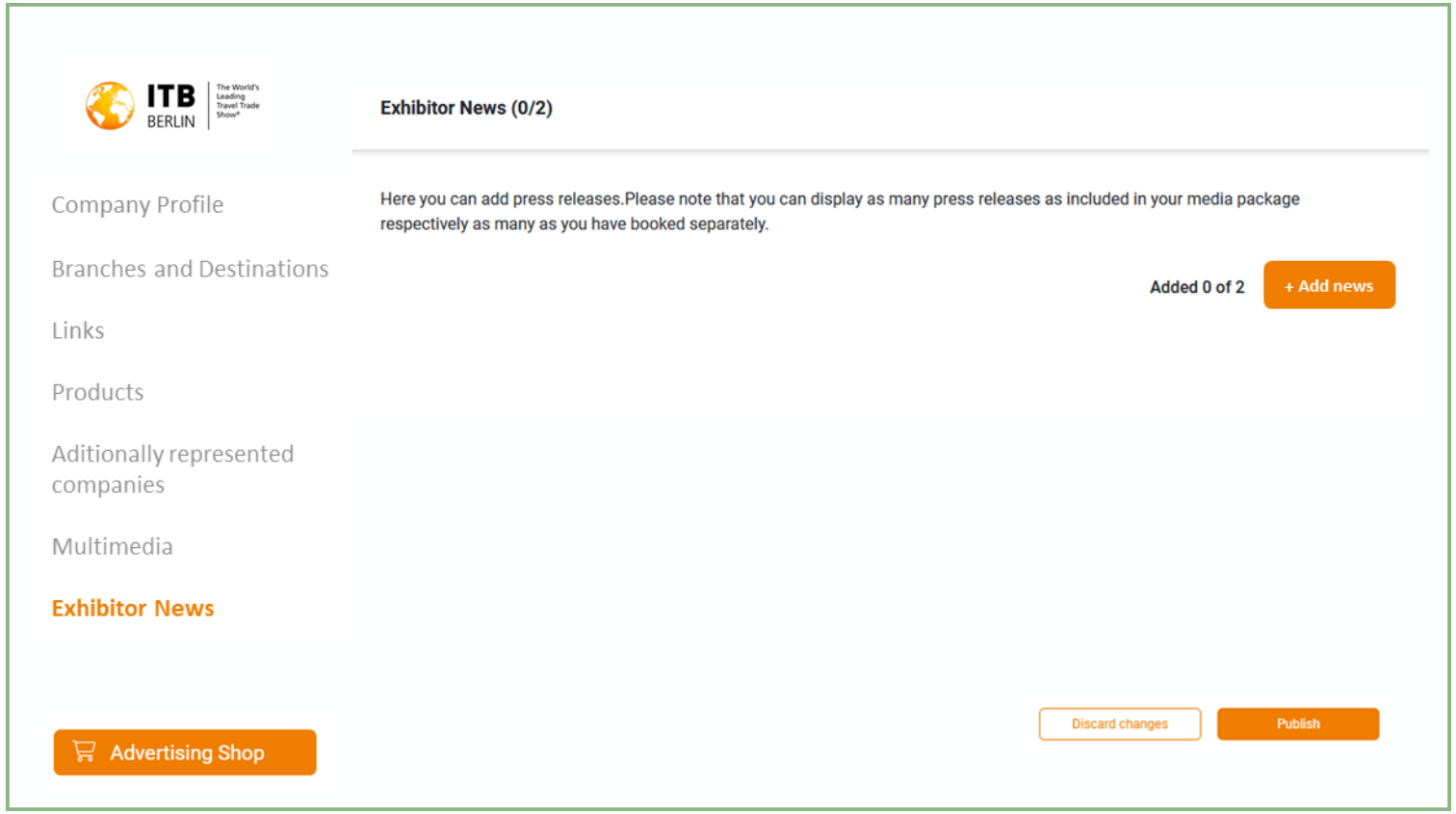
Editing Company Profile in the Content Manager – Additional service: Exhibitor News

To reach journalists and the media you can book Exhibitor News to share news about your company.

Immediately after booking in the Advertising Shop, this content is released for editing in the Content Manager.

You can manage this content in the same way as a product (see page 9).

View Advertising Shop

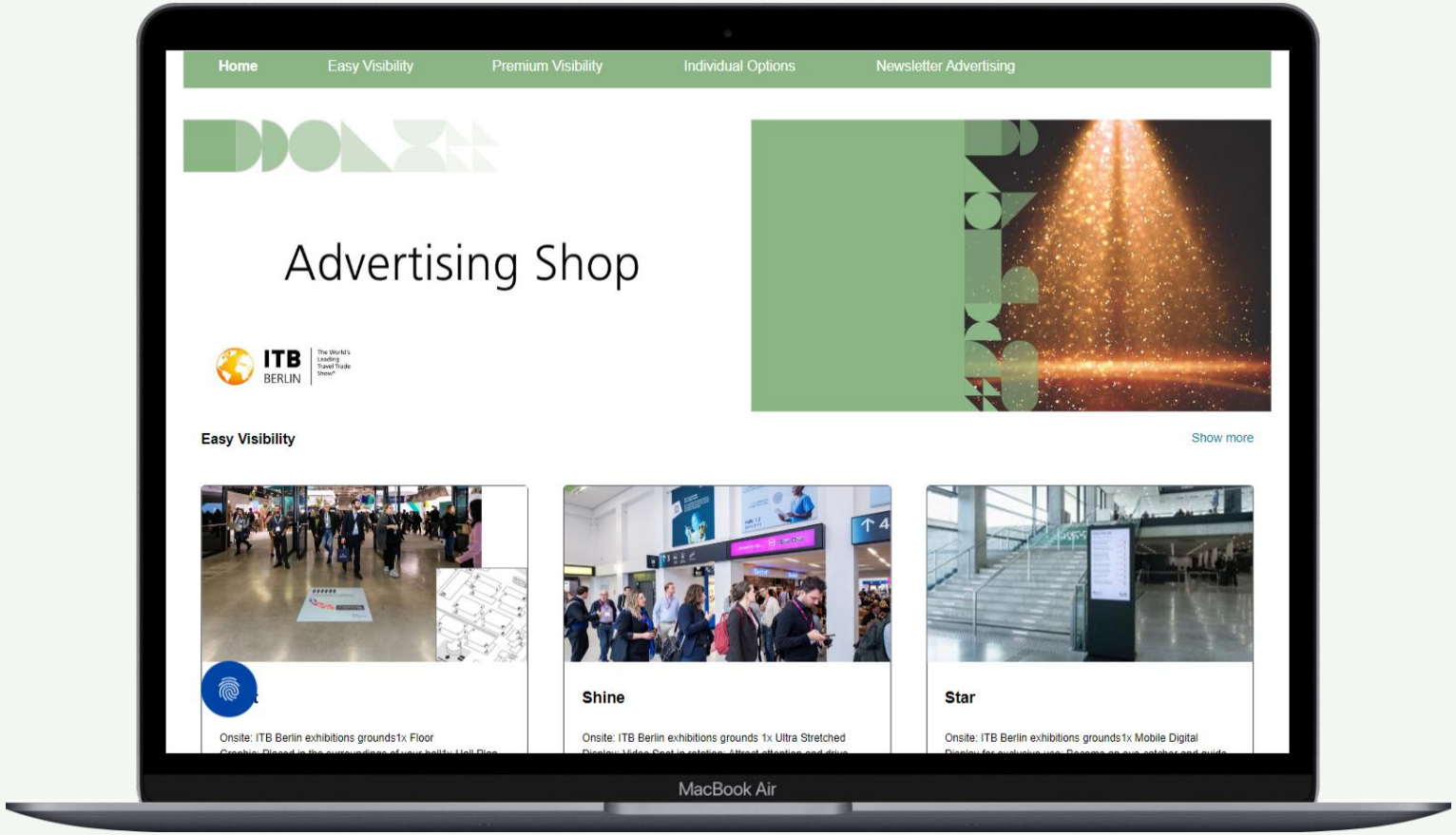


ADVERTISING SHOP – GREATER DIGITAL PRESENCE

Visit our Advertising Shop and be inspired by our highlights to find the right advertising for your company and stand out from the competition.

To create an account in the Advertising Shop, please click here and then enter the email address that you entered under "Main contact" when you registered your stand.

You must also enter your customer number. You will find this next to your company name in our email "Edit now your online entry on ITB Navigator ". If you have not received this e-mail or do not have it to hand, you can ask our support team for your customer number.



CONTACT & SUPPORT for questions and advertising:
Send request