

ITB Berlin 2026 – Exhibitor Information

Technical instructions:

- All documents needed for approval by Messe Berlin (stand construction permit) have to be submitted completely until **15 January 2026** to messtechnik@messe-berlin.de. Provided that the **Technical Guidelines** have been observed in the design and construction of the stand or event area, drawings of **single-storey stand structures** in the halls need not be submitted for inspection and approval.
- In addition, all other stand structures, including multi-storey structures, mobile stands, outdoor stand structures and special structures are subject to inspection and approval. Verifiable proof of stability (structural analysis) must be supplied in all cases. The required forms to proceed with the approval must also be included in the application.
- **If the complete documents for stand construction are received after 15 January 2026**, the upper-storey fee is 200.00 Euro per sqm (instead of 60.00 Euro) plus the AUMA fee of 0.60 Euro per sqm (please refer to Par. 4.4 of the [Special Conditions of Participation ITB Berlin](#)). **Furthermore, we cannot guarantee the building permit for the upper-storey.**
- Should a stand or event area occupy an entire hall or a large section of a hall, through which public routes/aisles pass, access to emergency exits must be ensured. The relevant stand or event area plans must be submitted to Messe Berlin for inspection and approval, even if the stand or event area is only a single-storey structure.
- **Construction heights:** The maximum permitted height of any structure, including the upper edge of suspension and fascias, for stand areas up to 50 sqm is + 5.00m, and + 6.00m for stand areas 50 sqm to 200 sqm in all halls (**see below for exceptions**). Approval may be given for higher structures in individual cases, for exhibitors renting an entire hall or in the case of rental areas bigger than 200 sqm
- **Exceptions:** Please request the maximum permitted height of multi storey structures on an individual basis at messtechnik@messe-berlin.de. For exhibitors in halls 8.1 and 10.1 there is a binding height restriction of 3.60m (resp. 2.50m beneath the wall juts into the room) for all structures. In halls 1.1 to 6.1 the construction height is restricted to 5.50m, in some cases even to 5.00m or 3.50m
- The rented area is marked out on the hall floor by Messe Berlin, or, subject to approval by Messe Berlin, by the event organiser. **All exhibitors/customers are required to inform themselves on-site about the rented area's location and dimensions and about any fittings, safety installations etc.** This also applies to the locations of suspension points which the exhibitor/customer has ordered and which may only be located perpendicularly within the rented stand area. The boundaries of the stand must be strictly observed.
- In case of any technical question please contact our colleagues from the Technical Event Department of Messe Berlin GmbH: messtechnik@messe-berlin.de.

Organizational notes:

- You will receive important information and updates via our exhibitor newsletter. **Please forward it also to your co-exhibitors!**
- All services such as installation and telecommunication needs, stand construction, parking tickets and additional exhibitor passes can be ordered by end of October.
- Deadline for sending the **contact details of your co-exhibitors** is **15 December 2025**. For delayed submitted data we do not guarantee the full implementation of the [ITB Communication Package](#). The registration for your co-exhibitors is possible in your in your [exhibitor portal](#). For more information please also refer to [exhibitor portal of ITB Berlin - Instructions](#). Please enter an email address and name of a responsible person of the co-exhibiting company instead of your company the data.
- **Events at the stand** must be registered until **31 January 2026**. Events at the stand are allowed from 10:00 a.m. – 6:00 p.m. Evening events at the stand on 3 and 4 March can be approved from 6:00 p.m. to 10:00 p.m. with simultaneous booking of the flat-rate service fee via the web shop. **Music and folklore performances are only permitted as part of an evening event at ITB Berlin and only if neither stand neighbours are being harassed nor public access are blocked.**
- With our tailor-made sponsoring concepts you can systematically **improve how your company is perceived at ITB Berlin**. Get inspired by our offer range: [Marketing & Sponsoring - The World of ITB](#).
- Detailed information about the promotion package and official partners can be found here: [ITB Berlin Communication Package](#). **Please do not contract other unofficial (often very expensive) vendors!**
- **Direct sale such as food, drinks, typical souvenir is not permitted.**