

## ITB BUYERS CIRCLE SPONSOR

### WHAT IS THE ITB BUYERS CIRCLE?

The ITB Buyers Circle is a membership for buyers from the leisure, MICE, and business travel sectors. It is aimed at decision-makers with purchasing budgets who want to close deals, negotiate prices and packages, and find new products and partners.

The ITB Buyers Circle stands for exclusivity. Every year, only 1,300 international TOP buyers are accepted as members. Each member is carefully selected by an international team of ITB Berlin. Our ITB Buyers Circle members profit from special benefits.

The ITB Buyers Circle Lounge is situated in the Palais am Funkturm, directly at entrance north on the exhibition fairgrounds. It provides an exclusive retreat for the members.

### WHY SHOULD YOU BECOME AN ITB BUYERS CIRCLE SPONSOR?

- » Exclusive contact to the 1,300 top buyers of the international travel industry
- » Increased attention due to the special target group
- » Special marketing services exclusively tailored to the target group of buyers, and with special reach for our sponsor (ITB Buyers Circle page on itb.com, ITB Buyers Circle newsletter, branding within the lounge).



# THE ITB BUYERS CIRCLE SPONSOR PACKAGE

Package price: 28,000.00 EUR + German VAT

## SERVICES

## REACH\*

Exclusive sponsor: ITB Buyers Circle sponsored by...	All ITB Berlin participants
<b>ONLINE</b>	
Sponsor's logo and link on itb.com website / Page: Partners & Sponsors	About 1,5 million page impressions in the first quarter 2024 on the itb.com website
Sponsor's logo and link on itb.com website / Page: ITB Buyers Circle	
Text ad (sponsored ad) incl. text, picture, and link in the ITB Buyers Circle Newsletter (possible in every newsletter after signing the contract)	> 1,300 subscribers, the average open rate is over 90%
Banner ad incl. link in the ITB Berlin Trade Visitor Newsletter	> 16,100 subscribers (EN) > 9,500 subscribers (DE)
Mention of sponsor on social media within an ITB Buyers Circle post	Facebook: > 75,700 follower Twitter: > 31,660 follower Instagram: > 23,400 follower LinkedIn: > 13,700 followers
List of all companies that are ITB Buyers Circle members (including the company's name and the country)* *Provided once in the period from mid-February to end-February; status is the day of generation of the list, no claim to completeness	
Naming within „save the date – mailing“ to all existing members as well as potential ones* *Service only available until the 15th of October 2024	>1,300 subscribers
Logo on buyer's ticket	>1,300 members
<b>ON-SITE ON EXHIBITION GROUNDS</b>	
1 counter in the ITB Buyers Circle Lounge, exclusively provided for the sponsor	All buyers in the lounge
Branding* within ITB Buyers Circle Lounge <small>*Includes the logo placement „sponsored by + logo“ on information counter and on counter of sponsor + branding (images) of room dividers.</small>	
Distribution of promotional material on all tables in the ITB Buyers Circle Lounge	
Outfitting of event hostess at the ITB Buyers Circle lounge (production costs excluded)* *According to the ITB Berlin CD	
Access for 15 employees of the company from the sponsor	
<b>PRESS</b>	
Mention in the digital press release (within announcement of ITB Buyers Circle)	About 11,100 journalists and bloggers

\*Numbers from May 2024

## OPTIONAL EXTRAS\*

**Possibility to invite to your own Get-Together** at your own booth via our exclusive communication channels, such as the ITB Buyers Circle Newsletter\*

**Possibility to offer all buyers a welcome drink** from our in-house caterer Capital Catering!\*

\*Not included in package: the services must be organised by the sponsor itself; any costs incurred must be borne by the sponsor

**FOR MORE INFORMATION  
PLEASE CONTACT**



itb-sponsoring@messe-berlin.de

# SAMPLES OF VISIBILITY

**BENEFIT FROM EXCLUSIVITY FOR YOUR BUSINESS. TOGETHER.**



**THE OMRAN GROUP IS THIS YEAR'S EXCLUSIVE SPONSOR OF ITB BUYERS CIRCLE**

**PIONEERING EXCELLENCE IN OMAN'S TOURISM**

As Oman's premier tourism developer, Oman Tourism Development Company (OMRAN Group) boasts economic growth, community well-being, and investment opportunities. As a proud sponsor of ITB Buyers Circle 2024, we provide you with direct access to 3,000+ hotel rooms across our 19 hotels, many operated by renowned global hotel brands.



Alongside our joint venture projects, OMRAN reaches a total of 29 hospitality assets across the Sultanate.

Meet us at ITB Berlin to explore our sustainable and diverse portfolio. Discover Oman's natural peace, beauty, and authentic experiences, and engage with Visit Oman, our exclusive B2B travel trade platform.

You can visit us in the ITB Buyers Circle Lounge located in the Palais am Funkturm from 5 - 7 March 2024. We look forward to seeing you!

[MORE ABOUT OMRAN](#)



Text Ad including text, picture and link

Branding of room divider with sponsor's image



Sponsor's logo on counter of sponsor



Sponsor's logo on information counter